

User experience analysis for mobile application

Undergraduate Research Thesis

Presented in partial fulfillment of the requirements for graduation with research distinction in Visual Communication Design in the undergraduate colleges of The Ohio State University

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Project breakdown

AUTUMN 2020 - SENIOR THESIS PROJECT

Topic Research
Primary Research
Identify Opportunities
Design Solution: *made it*

SPRING 2021 - RESEARCH DISTINCTION

Research Usability Testing
Conduct Testing
Analyze Data
Redesign features of *made it*.

Contents

- 01 PRELIMINARY RESEARCH
- 02 DESIGN OPPORTUNITIES
- 03 MADE IT
- 04 USABILITY TESTING RESEARCH
- 05 NEXT STEPS

research

Background topic research

MEAL PLANNING

Americans spend 33 minutes on meal preparation, well below the global average of 2 hours and 8 minutes.

This is a result of higher consumption of fast food, microwave meals, and delivery.

UNHEALTHY DIETS

Research shows a correlation between meal preparation time and healthier diets.

The United States obesity rate is 34% - double the OECD (Organization for Economic Co-operation and Development) average.



Background topic research

FOOD COST

On average Americans spend \$350/month on groceries and a total of \$650/month on food in total.

Cooking with the ingredients you have in your pantry will help decrease food costs.

FOOD WASTE

The USDA estimates that 30-40% of our food supply becomes food waste.

While the major food waste comes before it gets to the consumers' hands, individuals can be part of the solution.





Market research


MEDIA SCANS


Media scans were used to determine holes in the current market. For my research, I aimed to answer the following questions.


- What cooking apps are already on the market?
- What features are they missing?
- What does the app feel like over all?
- What audience is the app best designed for?


 Food Network

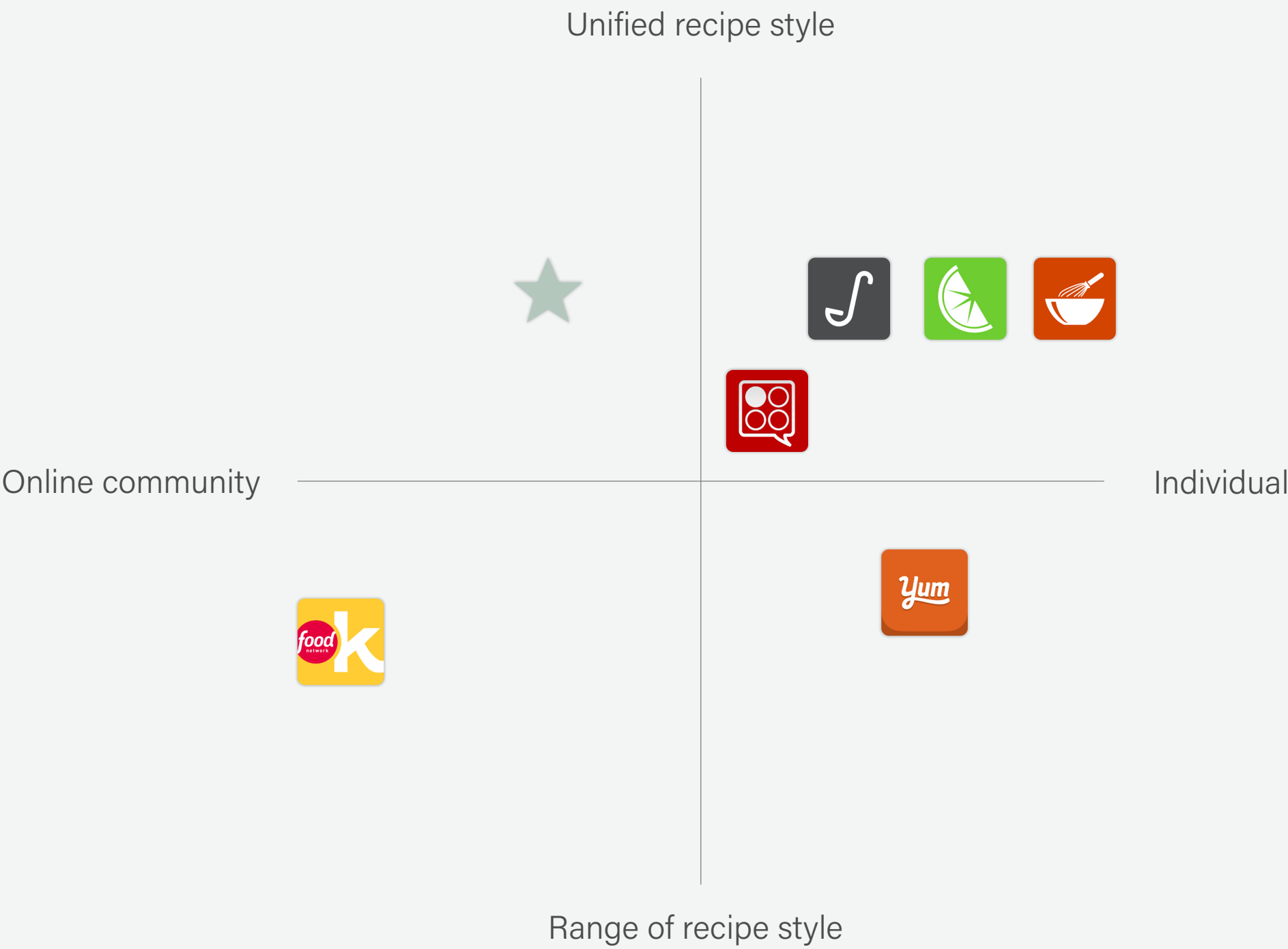
 Yummly

 Mealime

 Recipe Keeper

 SideChef

 BigOven



- Unified recipe style**
Recipe directions always appear in the same style

Range of recipe style
Recipe directions appear in different ways depending on the dish
- Online community**
Are able to make connections to other people in the online world


Individual
No sharing abilities


Market research


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 Food Network

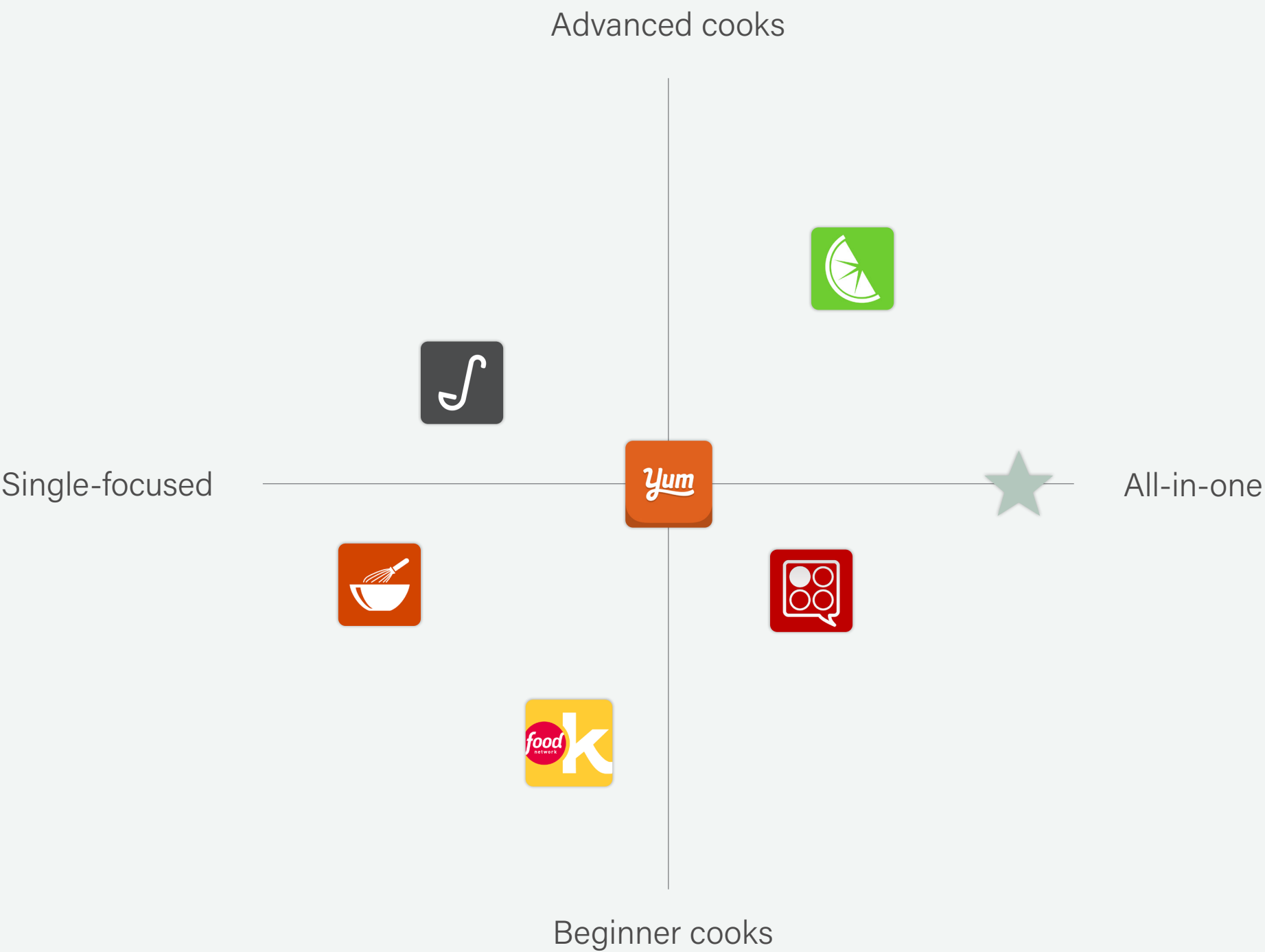
 Yummly

 Mealime

 Recipe Keeper

 SideChef

 BigOven



- Advanced cooks**
Designed for people with previous experience

Beginner cooks
The app breaks down recipe instructions
- Single-focused**
Only one main function of the app

All-in-one
The app provides many functions

Primary research

DIGITAL SURVEY - 80 RESULTS

- To gain quantitative data about cooking and meal planning
- Gain insight into current cooking and meal planning habits
- Learn about potential target market

FOLLOW UP INTERVIEW - 11 PARTICIPANTS

- Gain insight into current cooking and meal planning habits
- Identify user concerns and frustrations
- To understand the joys of their experience

	How old are you?	On average, when yc	In an average week, I	Do you enjoy cookin	If you enjoy cooking, what do you like about it? If not, what steers you away from cooking?
1:22	18 - 22	1 (just me), 2	Typically (11 - 15)	No	It feels like it takes a lot of time to make good and healthy meals and clean up is never fun.
5:06	23 - 26	1 (just me)	Hardly ever (<5)	No	I like that fast food is quick and fits my busy on the go lifestyle.
7:32	18 - 22	1 (just me)	Typically (11 - 15)	No	Time, preparation, cost
5:15	23 - 26	2	Typically (11 - 15)	No	The time it takes to prepare a meal
8:57	27 - 35	2	Sometimes (5 - 10)	No	I never know what I want to eat and can never find recipes that are quick and easy
6:18	18 - 22	1 (just me)	Sometimes (5 - 10)	No	Time consuming, never tastes that good, expensive to buy the good/ yummy/ fancy ingredients

he first time. Take me step-by-step

cipe so I came across one on Kroger's right then and there what you need to write down my own list. But I missed a healthier so I put ground turkey rather have browned the turkey. I started the stuff which isn't on the recipe now that with finding recipes online, and then I my boyfriend and we text so much it's an chop stuff and put it all together

well I don't have to look at anything to eally easy to follow. It is also about the e everything I buy. I like to also know o be timed out perfectly with each and is good for you. And if the meal

→wants to know prep time

experience

I also hate undercooking meat. And

likes recipes in one place

packaging again

feature

6. How do you gather your recipes?
I toss all of my recipes in the InDesign template that I made. Sometimes I get them from my mom but mostly I find them online myself. I really wish I had online digital. I wish that Alexa would show me recipes because she's angled perfectly in my kitchen.

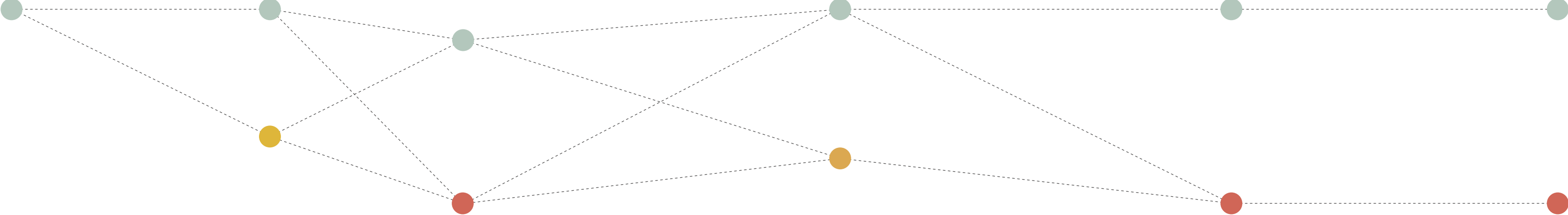
7. Do you ever think about food waste or trying to decrease your food costs?
Yes, food waste is a concern but I don't think I personally waste a lot. I don't think food waste is the worst because it is the most natural thing in the landfill. I am more concerned about the packaging of the food I throw away. I always try to find food that is not in plastic. I debate whether I want to waste food or waste the plastic for a proportion in a smaller container. 80% of our recycling is something that has held food in it. My perfect grocery store with everything that's not in packaging. The advertising is the branding above it.

8. Would you like the app to guide you into becoming more sustainable in the kitchen?
Yes - using every little thing is good. I'm not sure how it would know when I go to the grocery store though.
a. How would you like to access this feature?
i. Automatically? A setting you turn on? Self discover
ii. For saving the food itself, it could be inside the recipe. But for something outside the app, I would need a reminder or push notification.
iii. "Make it better..." the feature at the bottom of a recipe would be nice. I would buy the extra ingredient it is suggesting.

9. Have you ever thought of using a cooking app?
I've used the hello fresh and the blue apron app but not a cooking app myself. I just google recipes. Sometimes I'm bad with technology. or I get sick of it. I like the app

good point: how does the app know ur at the store

User Journey

Stages	LOOKING FOR RECIPE	GROCERY SHOPPING	PREPARING	COOKING	EATS
Current Journey Model					
Insights	<p>Looks for recipe online and find recipes</p> <p>Gets annoyed if there is a large backstory before they can see the ingredients.</p>	<p>Checks pantry to see what ingredients they already have and makes of list of needs</p> <p>Can get frustrated if they cannot find the correct ingredient in store</p>	<p>Reads recipe instructions, and starts meal</p> <p>Knows how to prep all of the ingredients</p> <p>Does not know all of the cooking terms in order to prep the meal correctly</p>	<p>Begins cooking ingredients</p> <p>Recipe is easy to follow, makes meal correctly</p> <p>Recipe is hard to follow, does not make the meal correctly</p>	<p>Sits down to eat meal</p> <p>Loves it!</p> <p>Won't make it again</p>
Potential Design Solutions	Easy to find ingredient list, prep time and cooking time	<p>Categorize ingredients based on location of grocery store</p> <p>Allows user to add additional items to their list</p>	Easy way to look up cooking terms inside the app	<p>Built-in timer</p> <p>Detailed instructions</p>	Rate and comment on meal

Target audience



Scrambled eggs

Beginner cook



STRUGGLES

Minimal cooking terminology & tools

Wants to become more sustainable

NEEDS & INTERESTS

Experience with new foods

Improve skill level

Cook with friends



Grab-n-Go

Very busy



STRUGGLES

Does not have time to plan or prep meals

Doesn't want to waste food

NEEDS & INTERESTS

Quick recipes

Reminders to start meals ahead of time

Grocery shop once a month



Sloppy Joe

Average cook



STRUGGLES

Hard time coming up with new recipes

Does not have the biggest budget

NEEDS & INTERESTS

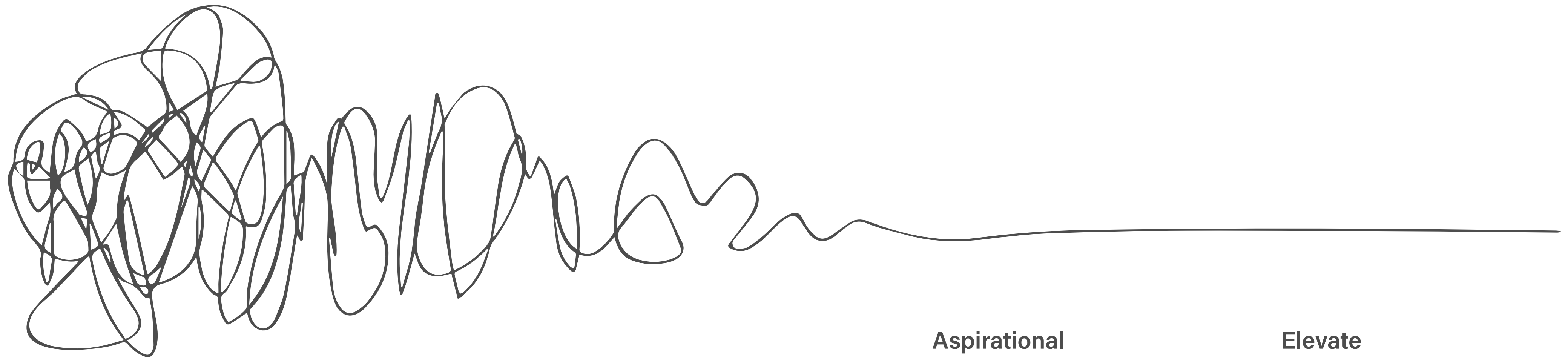
Enjoys their time while cooking

Cooks with partner

Grows a garden for healthier fresh food

Design opportunities

Research progress



Research Methods

Online surveys
Interviews
Analysis

Aspirational

Drives the user to want to improve their cooking skills and diet.

Elevate

Provide the user with confidence to make home-cooked meals

Informative

Teach the user about sustainable cooking habits

Approachable

Provide resources to every skill level of cooking

Research insights

Develop a mobile application that assists the user in meal planning.

An app that will automatically generate your meals week by week.

Features for customizing based on diets, ingredient preferences, amount of meals, and meal sizes.

Help reduce food costs, food waste, and maintain a balanced diet

A.I. inside the app will remember which groceries you purchased and work those ingredients into the following week's meal.

Research insights

1

AUTO MEAL GENERATOR

Helps with lack of creativity

Saves money

Reduces food waste

Quick and efficient

2

SUSTAINABLE KITCHEN

Provides meals with in season recipes

Discover products for kitchen

Create new habits

Learn importance

3

COLLABORATIVE

Add household members

Shared grocery list

Divide and conquer steps

Group meals

made it

Mission Statement

MADE IT WAS DESIGNED TO DELIVER THE SATISFACTION
OF HOME-COOKED MEALS IN A WAY THAT IS EASY AND
APPROACHABLE FOR EVERYBODY, ALL WHILE ENSURING
SUSTAINABLE PRACTICES.

Design principles

EMPOWERED

Having the knowledge, confidence, means, and ability to cook a successful meal.

RELIEVED & REJUVENATED

Having the challenges of cooking eliminated so there's time for life's other tasks.

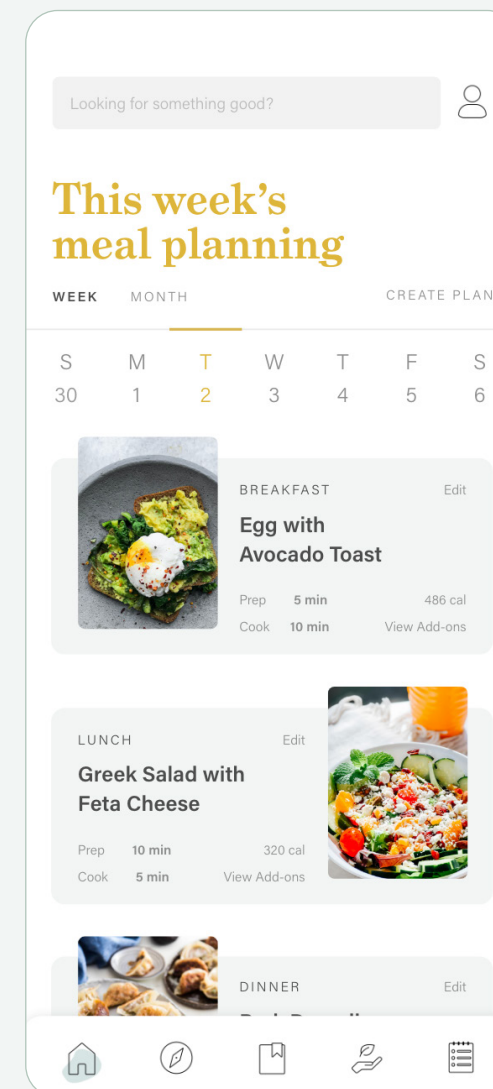
FULFILLED & UPLIFTED

Feeling satisfied with the means of their cooking, from time and money savings to sustainable methods to a shared experience with loved ones.

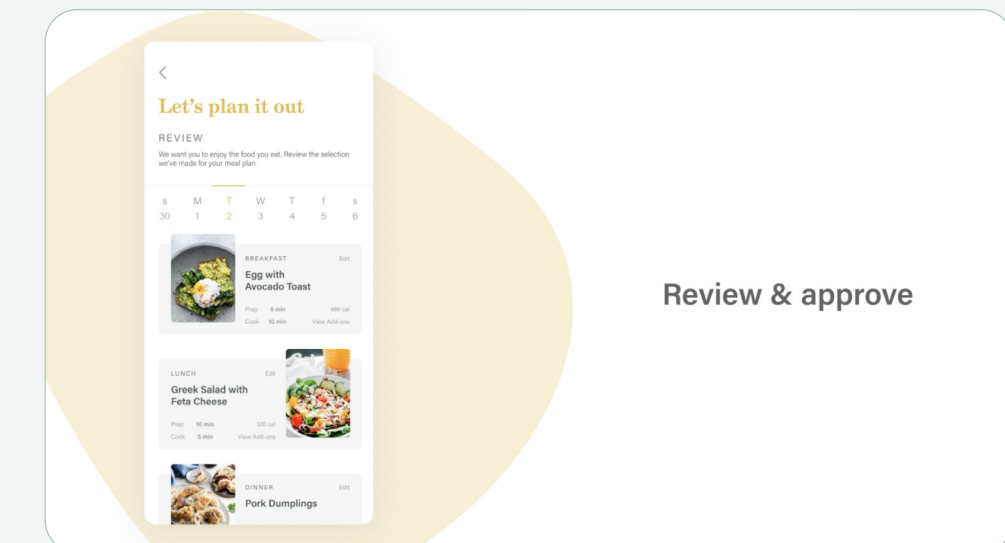
Design system



BRAND

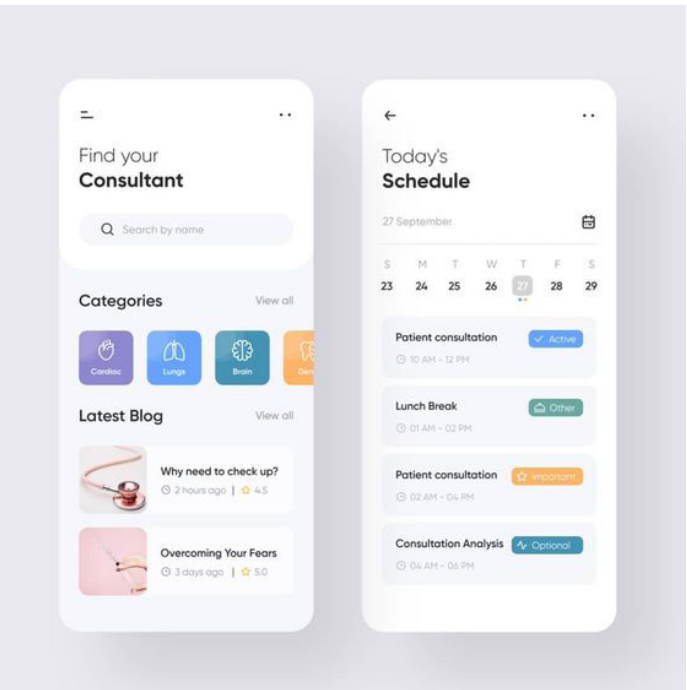


APP



PROMOTIONAL VIDEO

Mood board



Style guide

HOW IT CAME TO BE

The final mark combines an organic shape and a whisk. The use of an organic shape allows the logo to feel approachable and natural. Positive and negative space creates the space of a whisk to connect the logomark to the kitchen.

APP ICON



MARK



WORDMARK

made it

TOGETHER



TYPOGRAPHY

Grad

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Acumin Pro

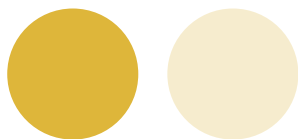
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

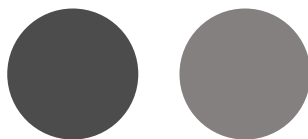
COLOR



Mist
Tints / 100 50 25 5

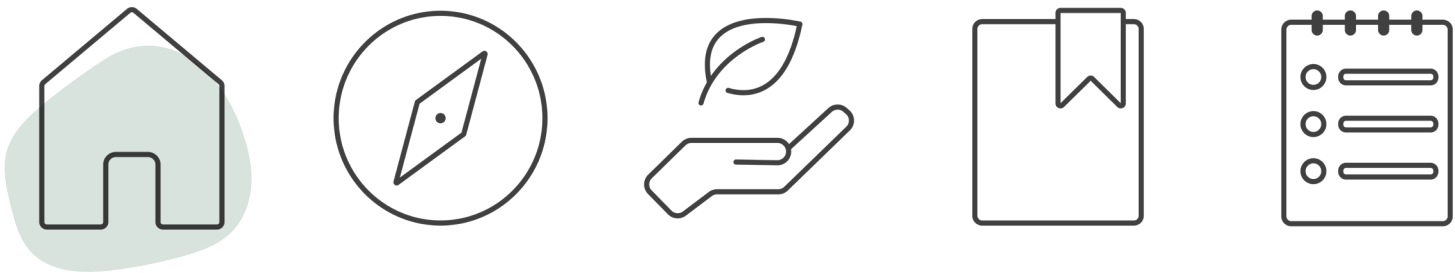


Overjoy
Tints / 100 25



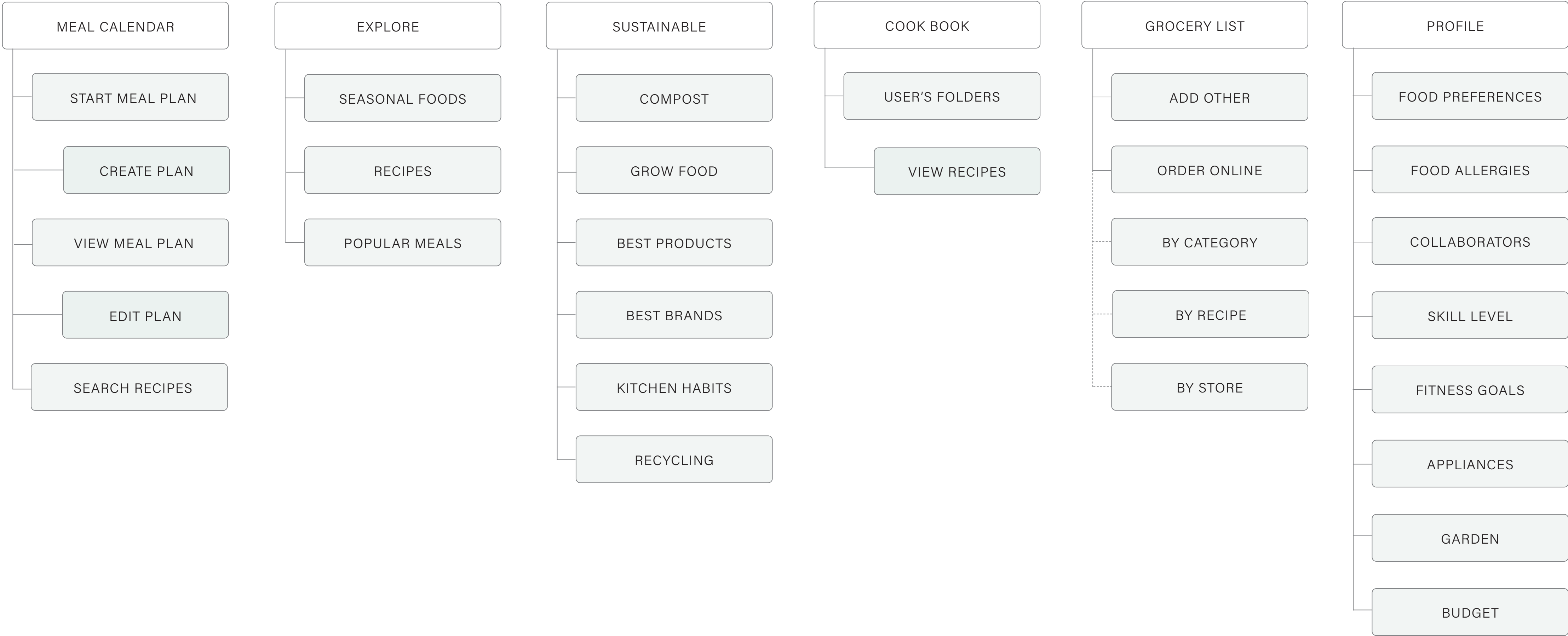
Modern gray
Tints / 100 60

ICON STYLE



Organic shape reflects which icon is selected on navigation bar

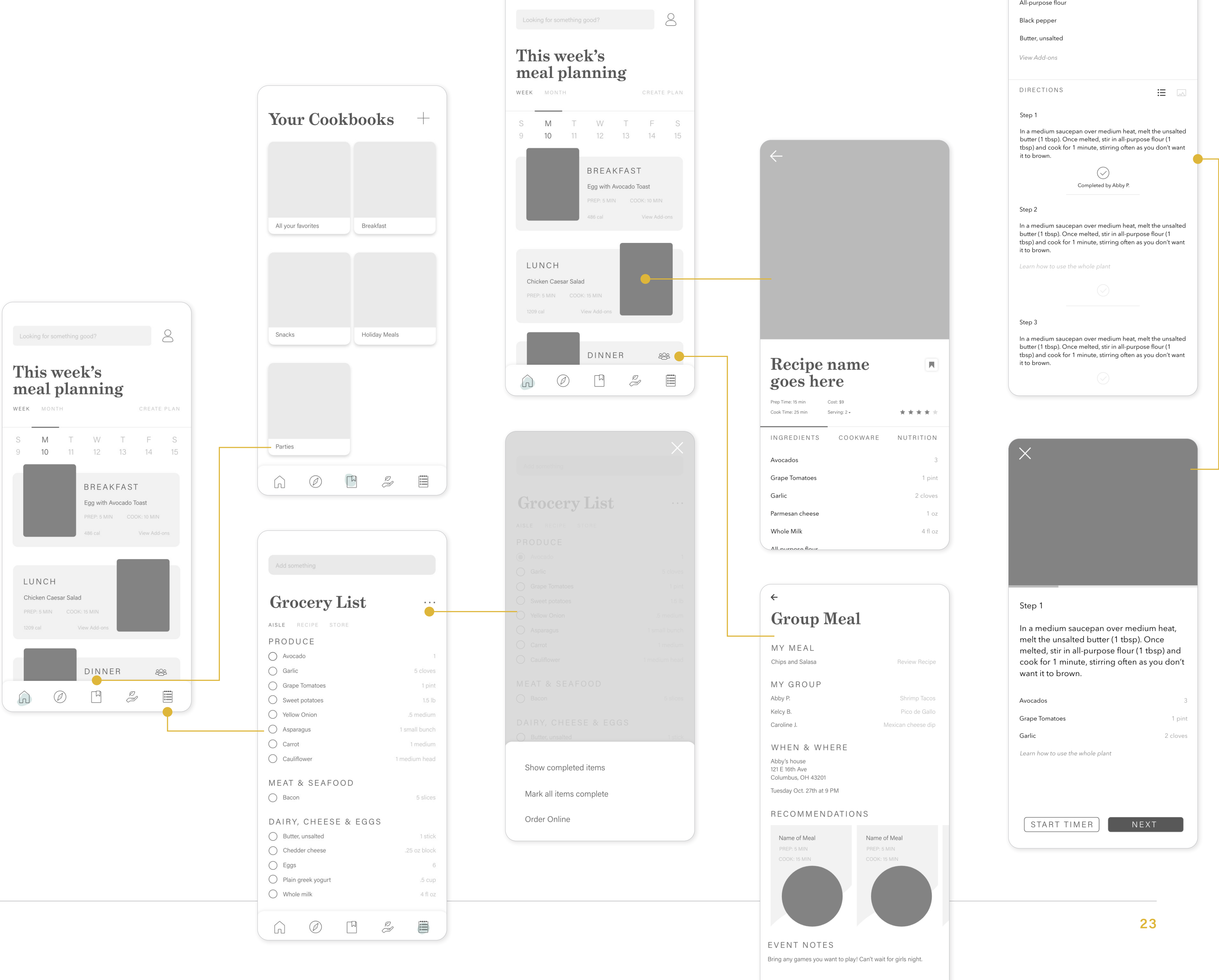
Site map



Wireframes

IMPORTANCE

During the process of creating *made it*, wireframes were essential in discovering the ideal layout for the user’s experience. This phase taught me the best way to place every features in the app. Without wireframing, the app could easily get overwhelming and confusing for the user.



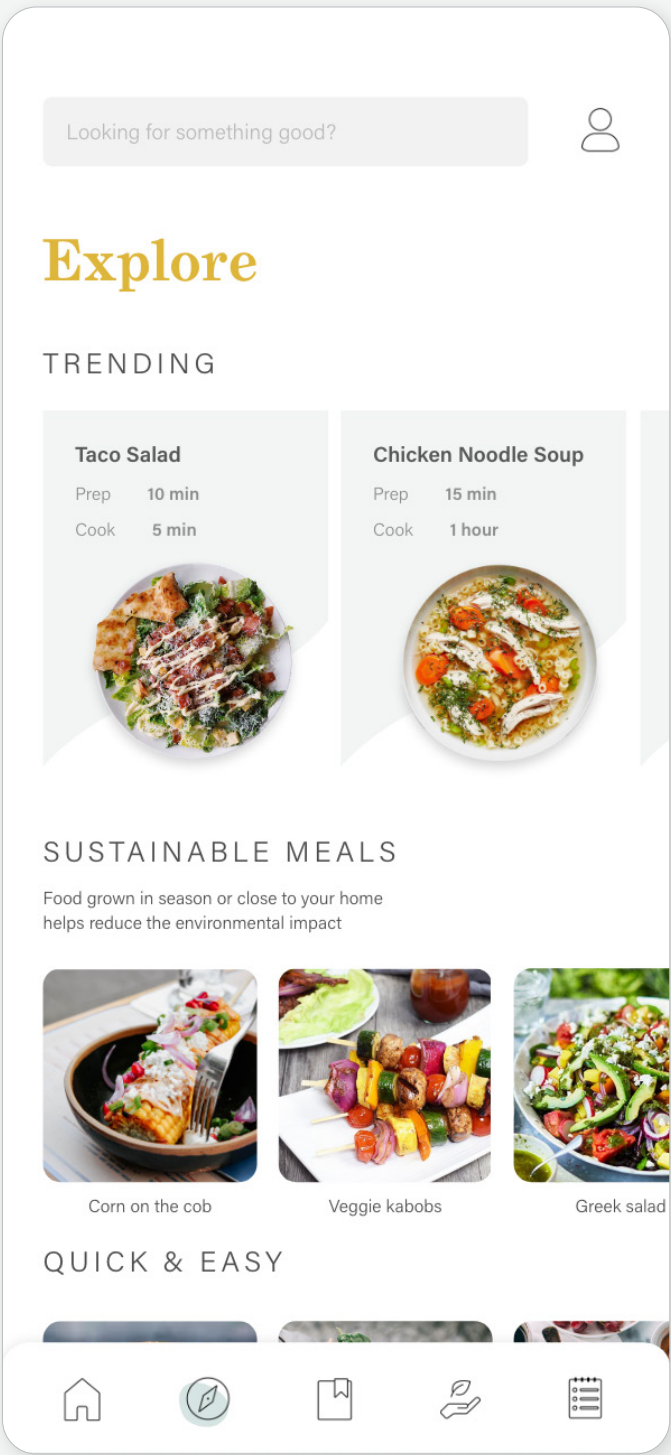
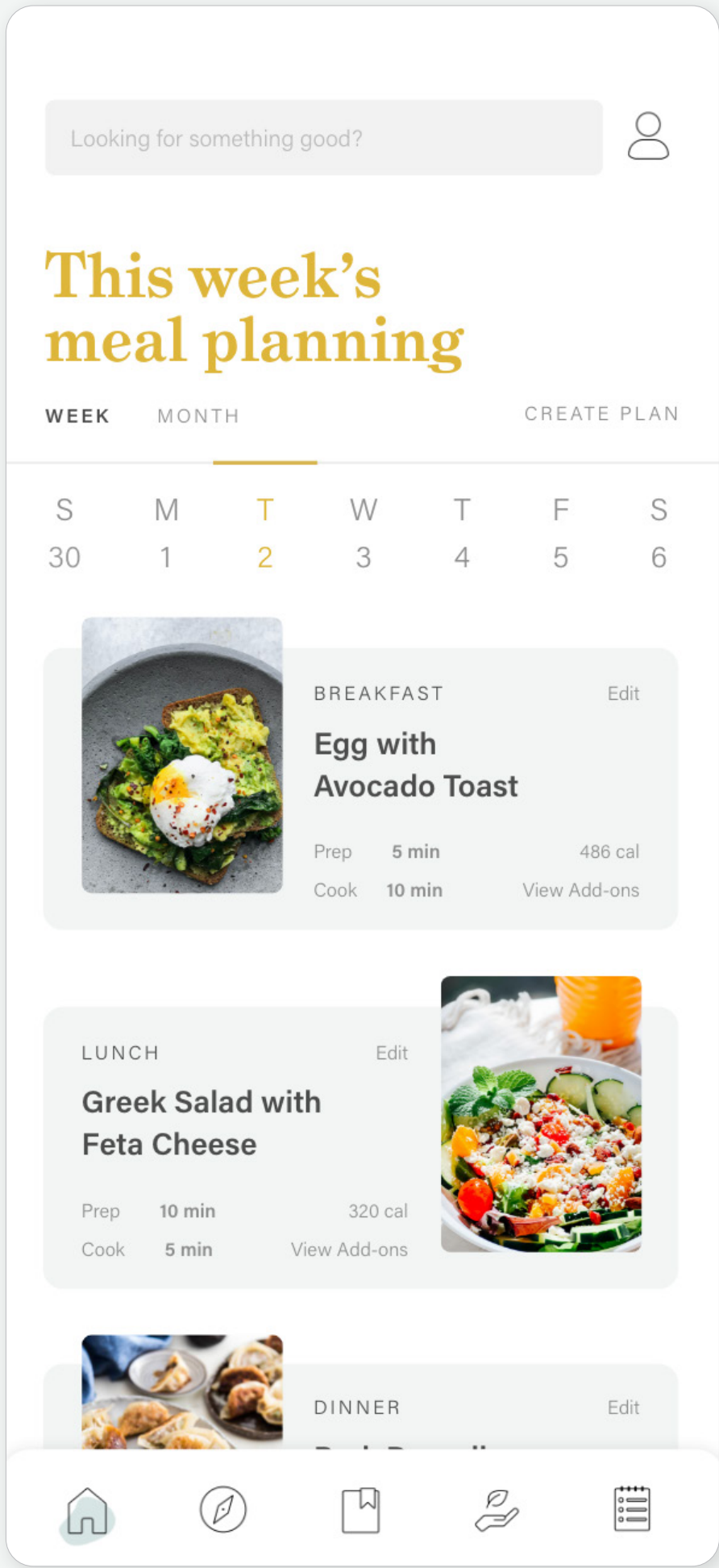
App screens

BRINGING IT ALL TOGETHER

made it was designed to make the kitchen easy, efficient and approachable. My research showed users want an app that can do everything, yet keep the meals and recipe instructions most dominant. This led to overall simple aesthetics. Artificial intelligence is used to create an app customizable to each user.

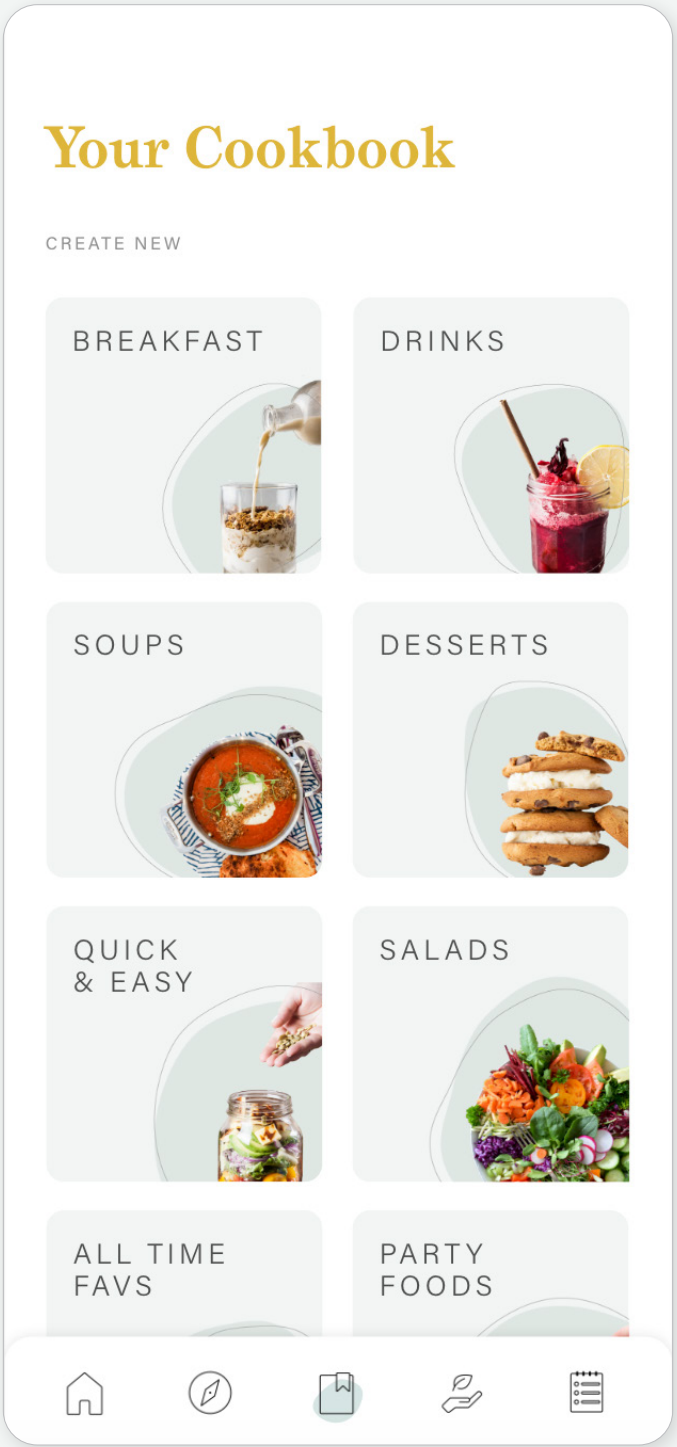
Landing Page

Easily view upcoming recipes with a preview of prep and cook time. Quick navigation to creating a new meal plan.



Explore

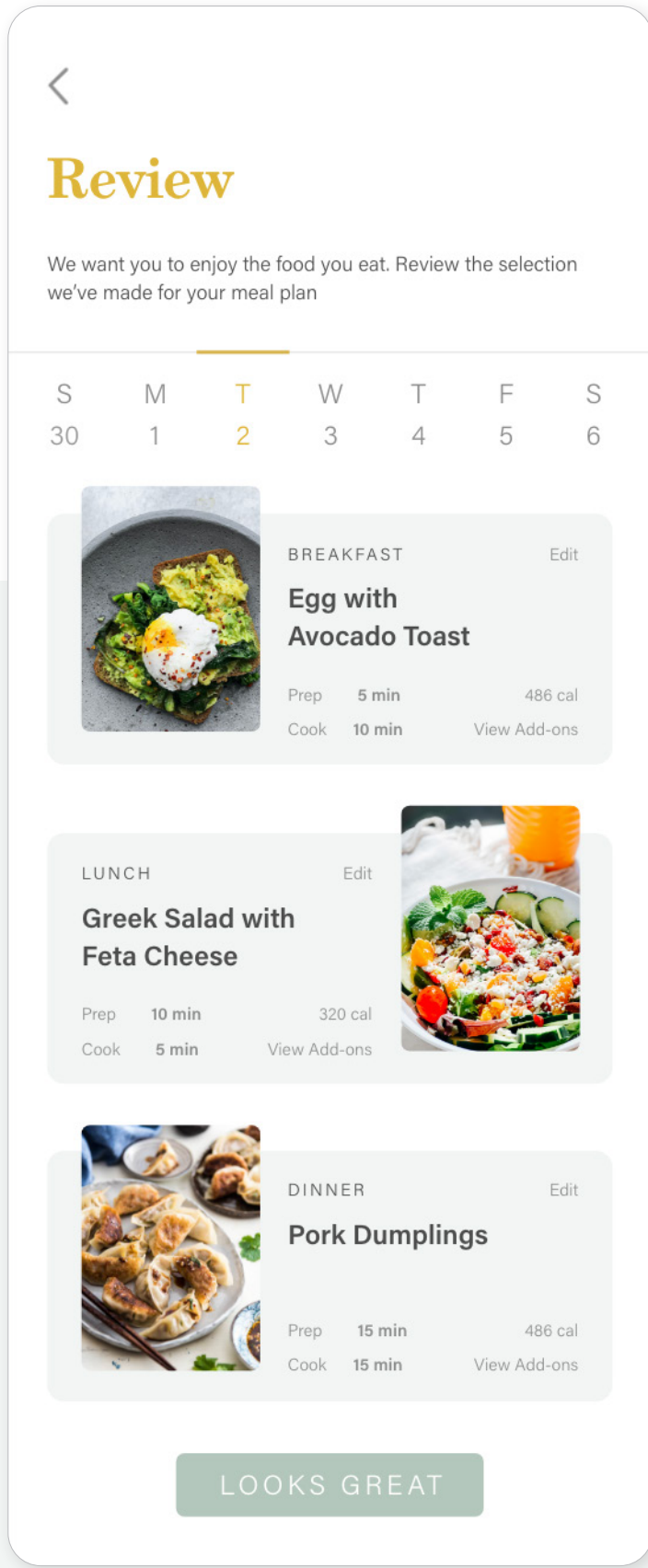
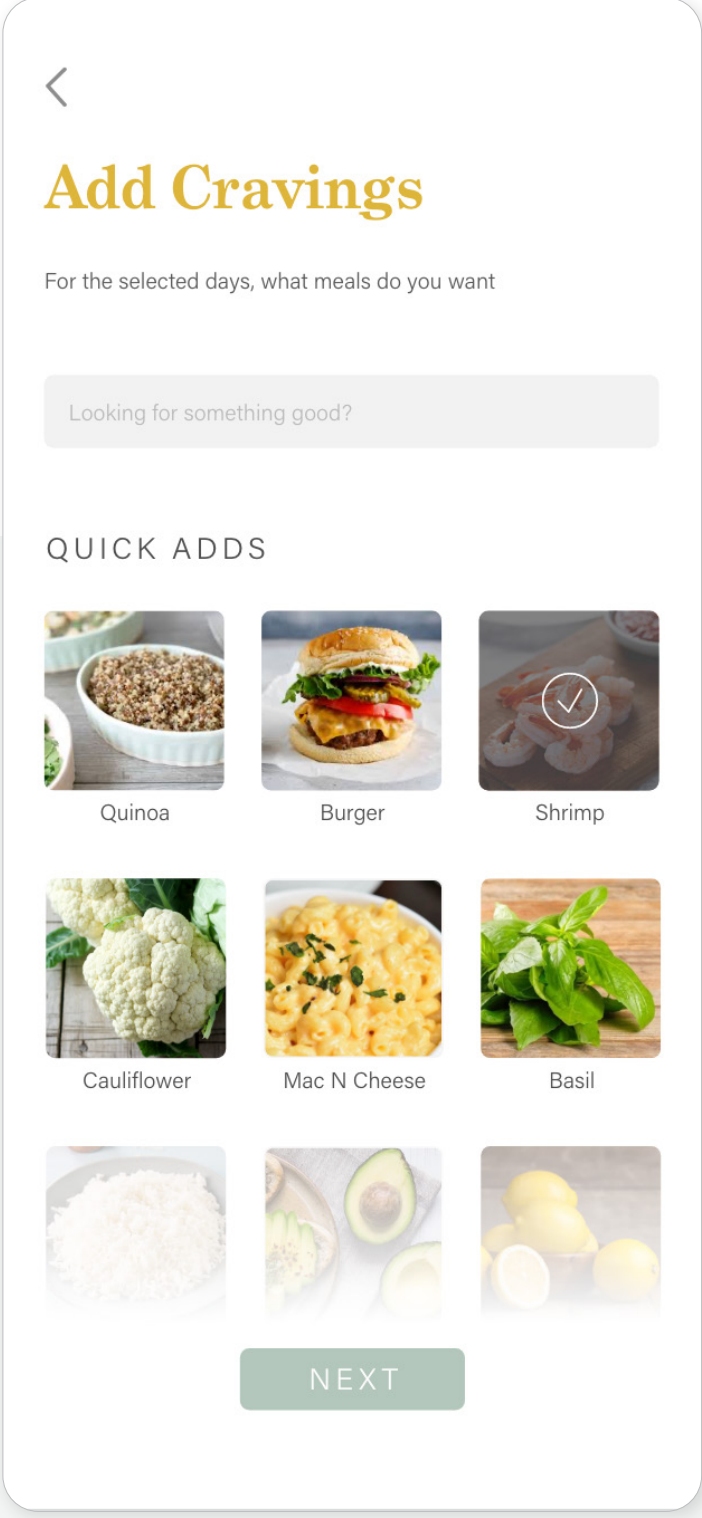
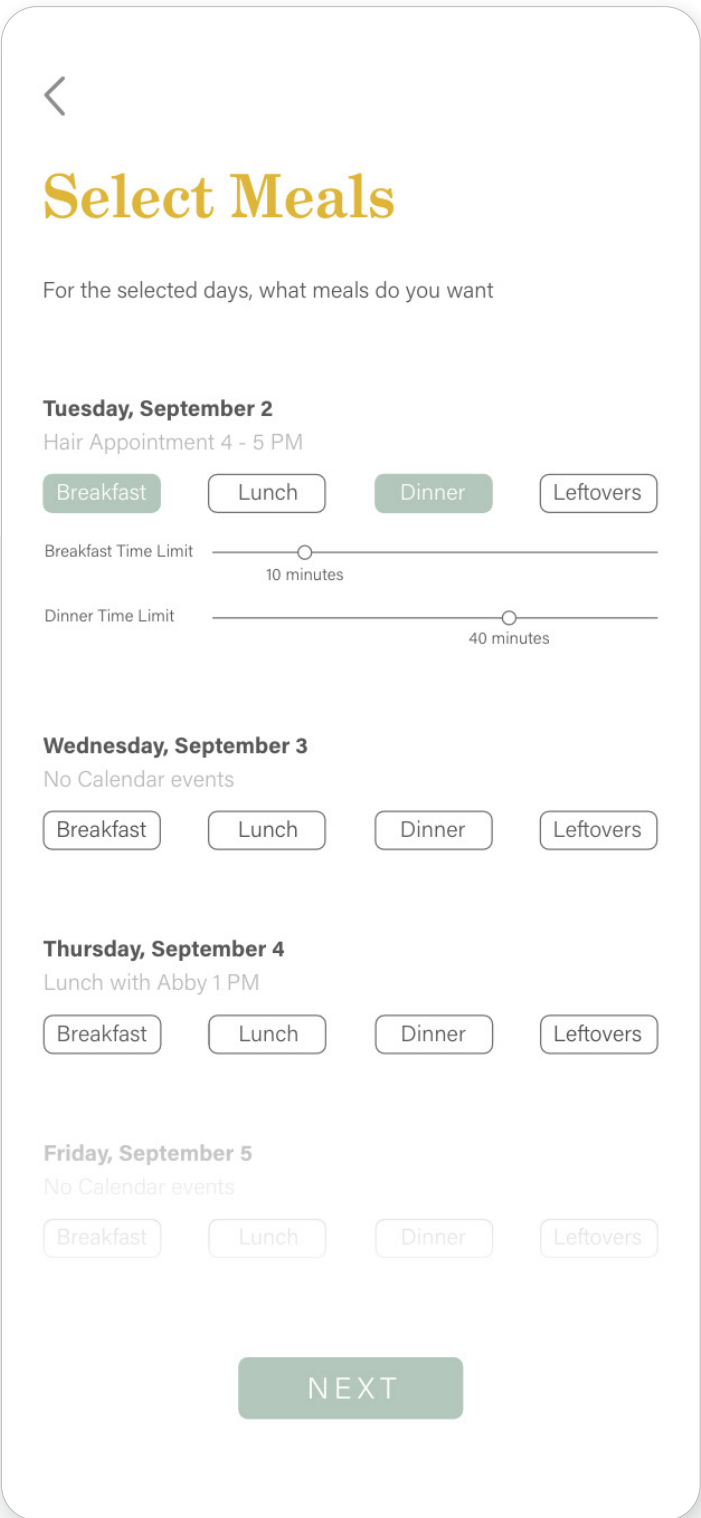
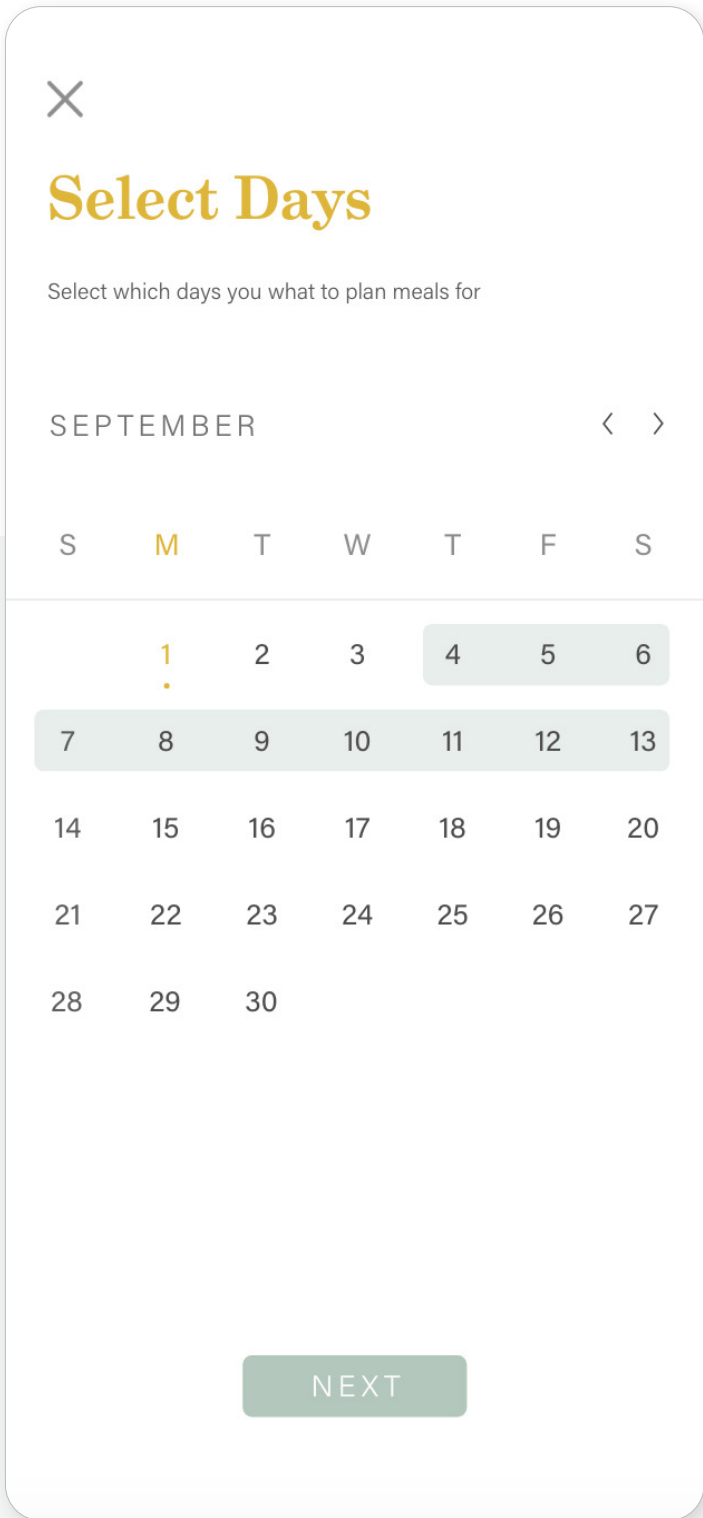
Highlight trending recipes to expand cravings. Features sustainable meals with ingredients grow close to each users.



Cookbook

Users can store recipes in custom folders.

App screens



Creating a meal plan

The user starts by selecting the days and meals they want to cook. For each desired meal, the user can adjust the time limit to fit their schedule.

made it can link to their phone calendar for reminders of their upcoming schedule.

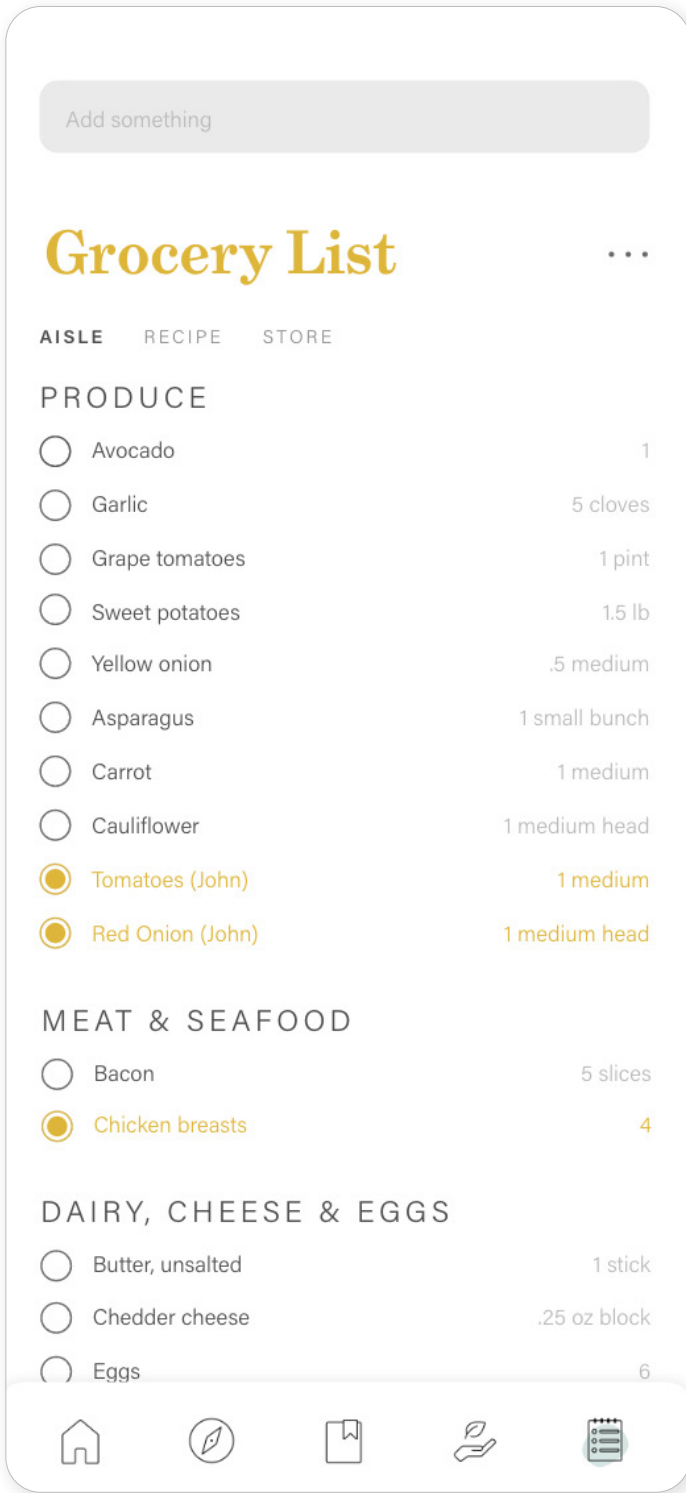
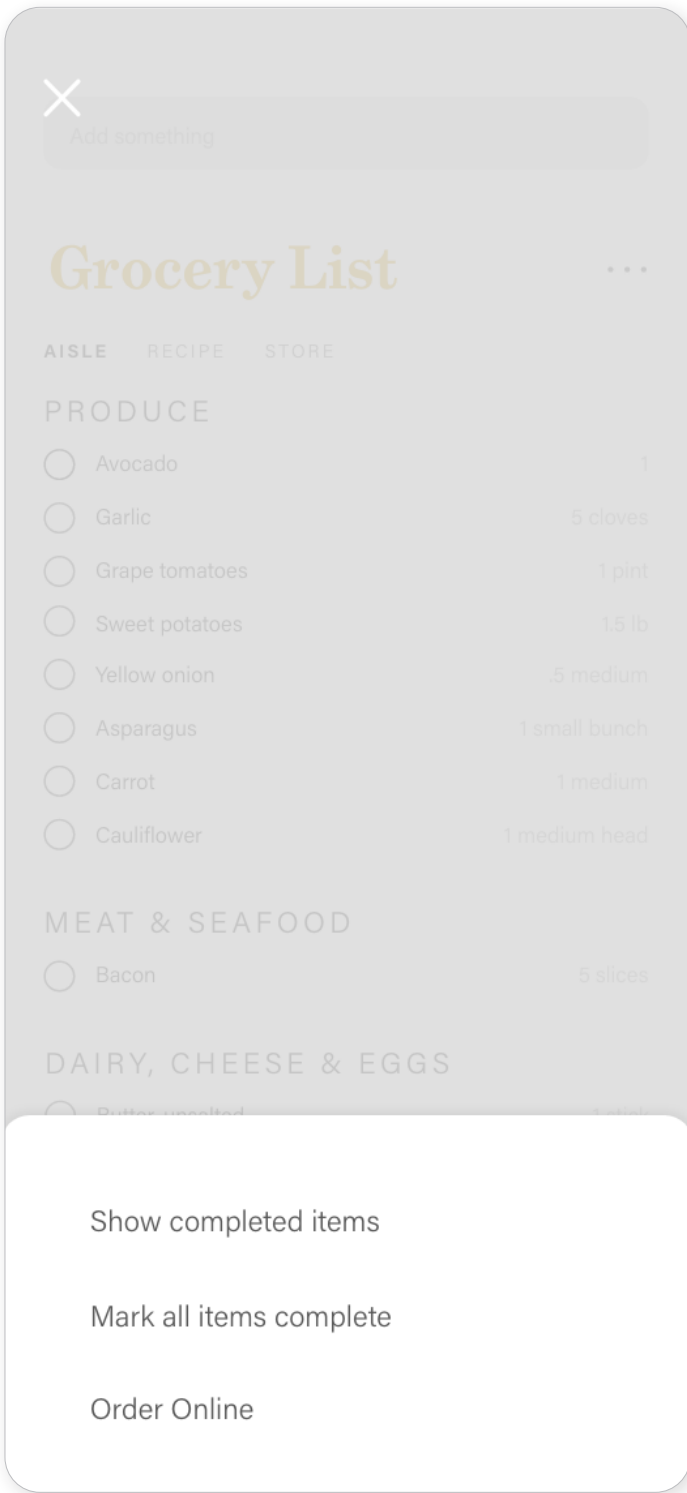
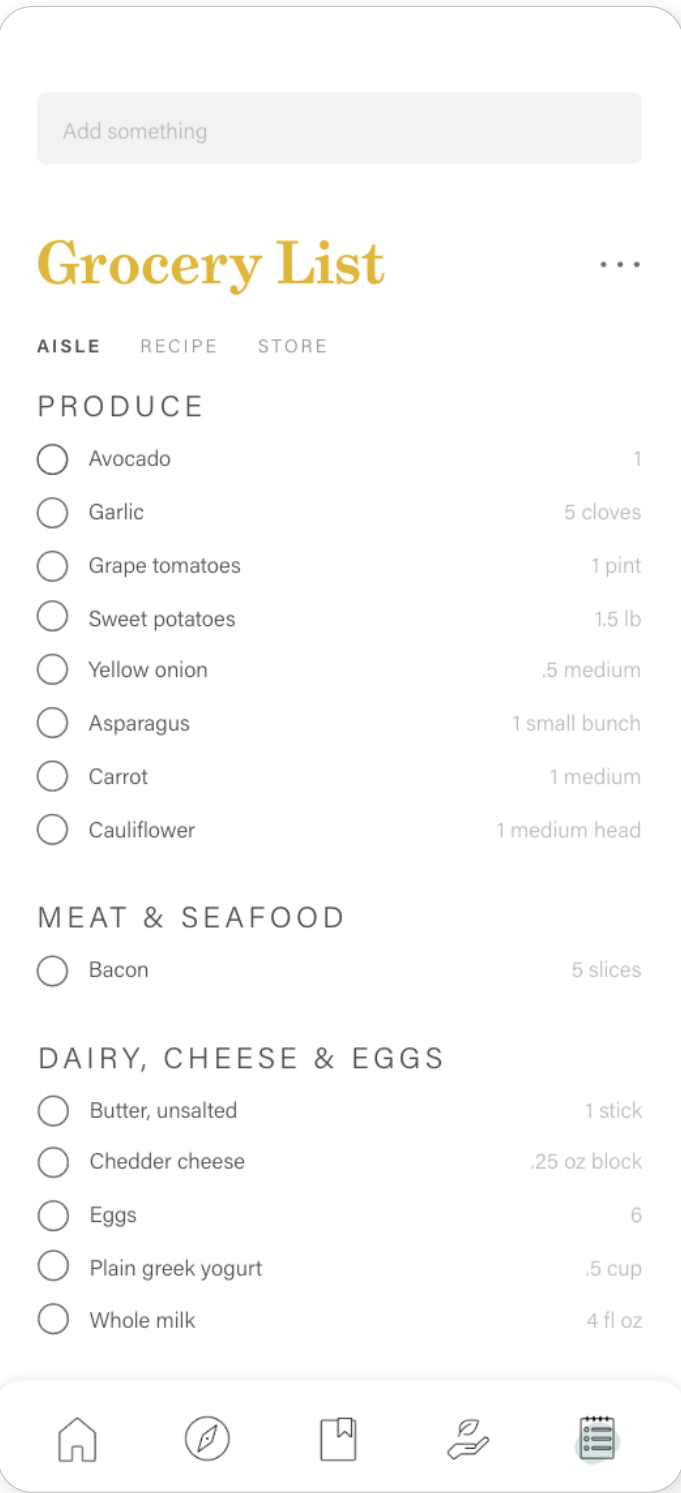
Add cravings

User's can seamlessly add their cravings. The AI in the app will work those cravings in the meal plan.

Review

After the user adds their needs and wants, the app fills in the gaps. AI plans meals that reuses ingredients in new and exciting ways. It keeps track of the user's pantry and uses ingredients before they expire. This saves the user money and decreases food waste.

App screens



Grocery list
Based on the meal plan, a grocery list is generated. Users have the option to add additional items and order online. They also have the option to view items that have already been purchased.

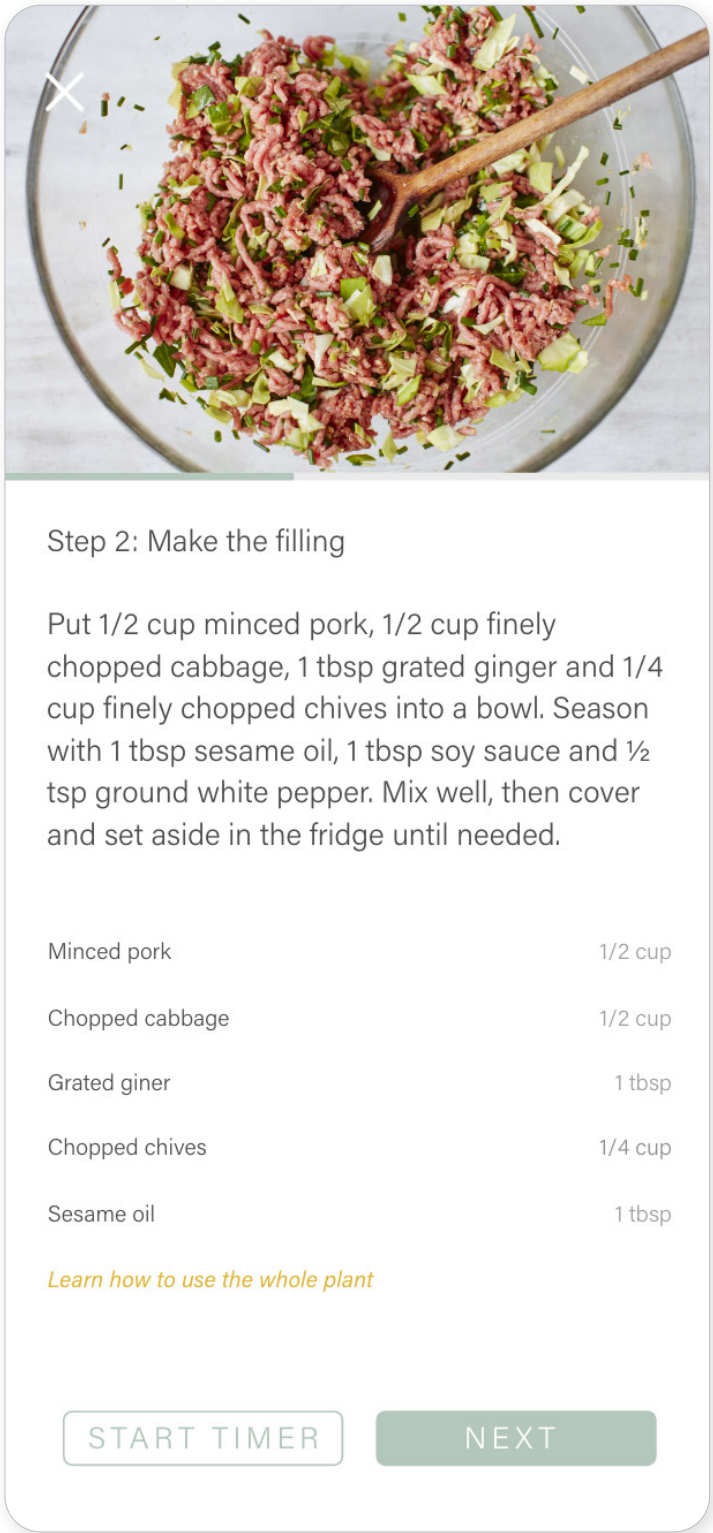
Ingredient details
In order to eliminate the struggles of knowing if a user is buying the correct ingredient or substitute, users can tap on an ingredient to pull up more information.



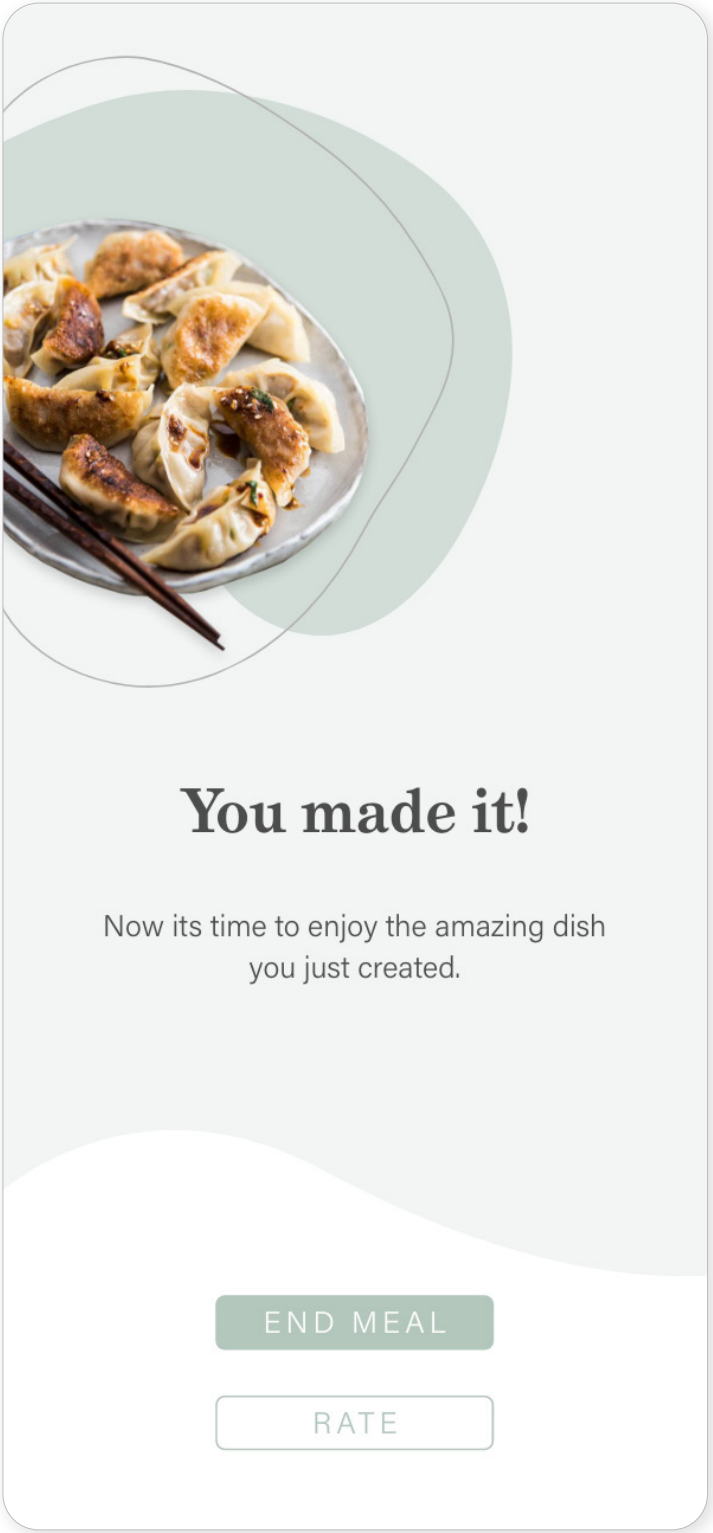
App screens

Recipe instructions

Users can preview a break down of prep and cook time. They can easily view the cookware and nutrition of each meal. 'View Add-ons' gives the users the chance to pair appetizers, drinks, or desserts with the specific meal.



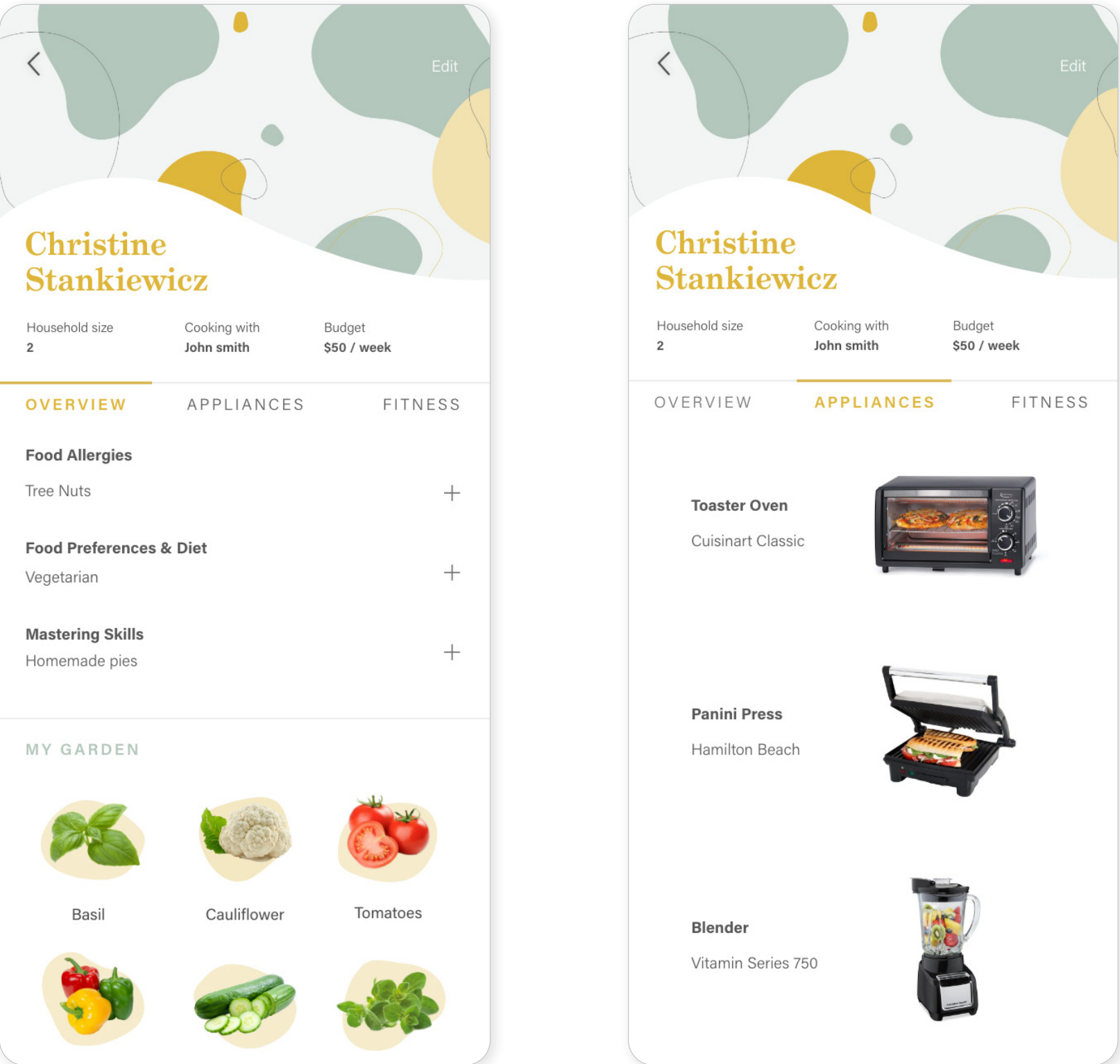
Changing steps
Move to the next step by hovering a hand over the camera.



Step by step view

User's can follow along in the step by step view. This option guides the users with photos or short videos. 'Learn how to use the whole plant' is a sustainable feature teaching the user ways to re-purpose food scraps such as celery leaves or potato skins.

App screens



Profile

Users can link the app with another person in their household. They can also add their garden, appliances and fitness goal for recipes tailored to specifically them.

Group meals

User's can add people to a group meal in order to create cohesive event. They can see what others are bringing or find recommendations.




Group meal icon



App screens


Notification

Reminders to make your meal on time.
Users can customize their notification settings.

MADE IT


2m ago

Dinner - Chicken Alfredo
Take chicken out of the freezer to start thawing.

MADE IT


4m ago

Lunch - General tso tofu
Take out tofu and start draining for today's lunch.

MADE IT


10m ago

Create a meal plan
You are just about out of meals, let's start a new meal plan

MADE IT


Now

Dinner is ready!
It's time to take the margharita pizza out of the oven.
Time to dig in.

MADE IT

2m ago

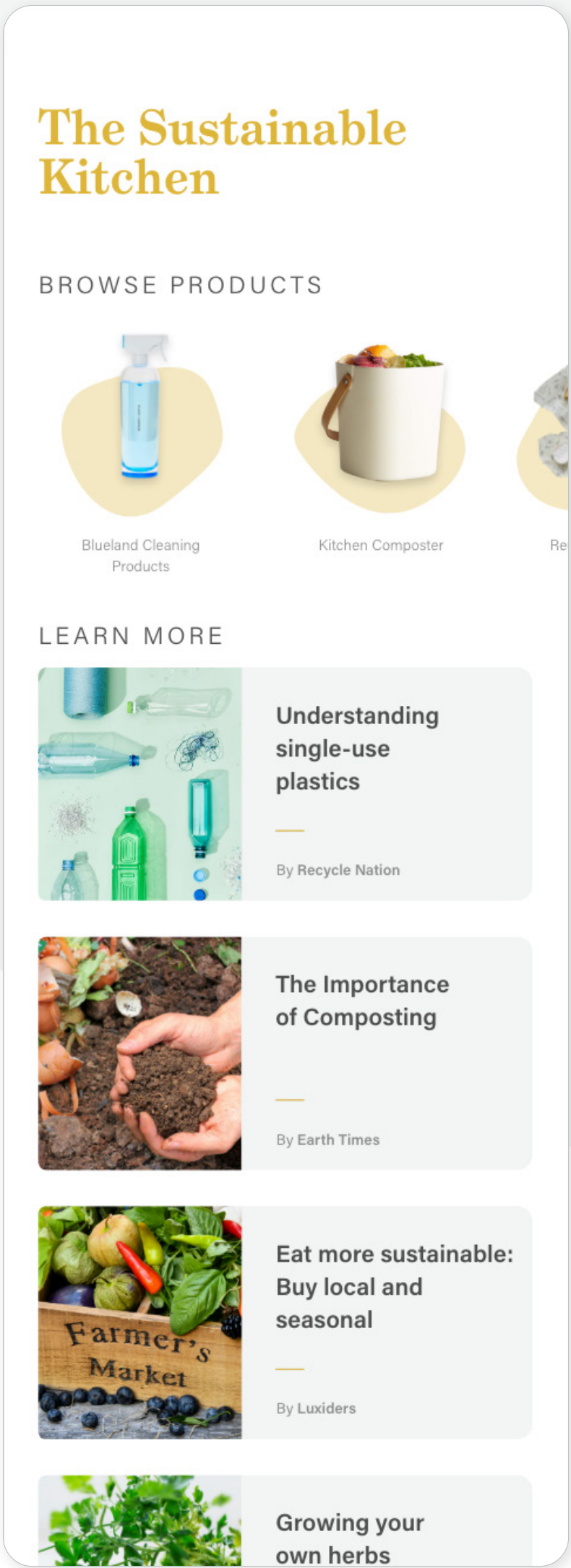
Superbowl party - 6:30pm
Tonight is your Superbowl party at Michael's house.
You signed up to bring crab dip and pita chips.

MADE IT

5m ago

Girls night - 8pm
Tonight you have girls night with Lauren and Abby.
You signed up to make cauliflower wings.

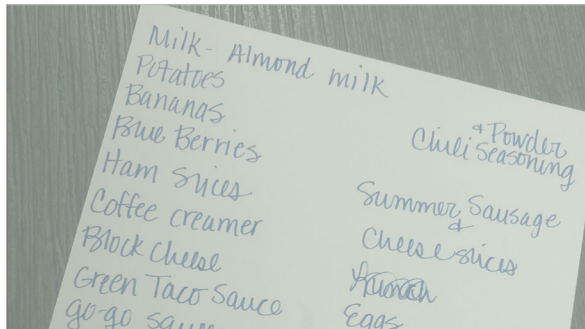
The sustainable kitchen
On the navigation bar, users can easily toggle to the sustainable kitchen page. This allows the users to improve their sustainable habits without interfering with a recipe.



Promotional video

Promo Video
The following images are video captures from made it's promotional video. The video is an overview of the app highlighting key features such as auto meal planning, shared grocery list and a guide to a sustainable kitchen.

Scan to watch promotional video

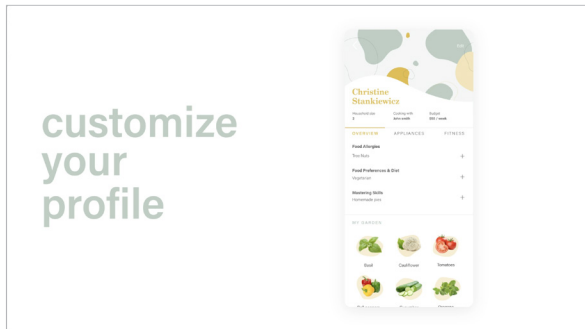


cooking can be overwhelming

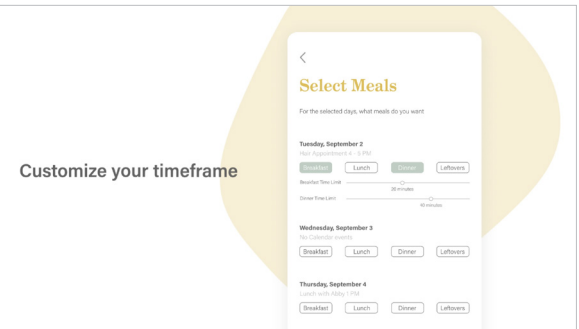
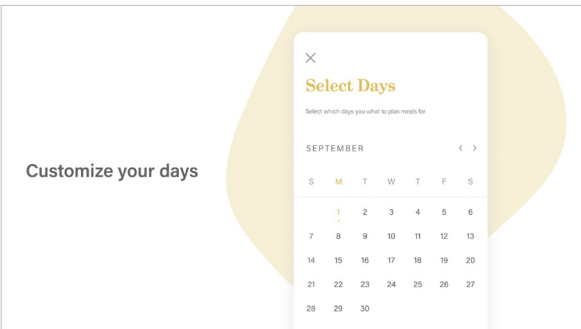
reinventing
the
kitchen



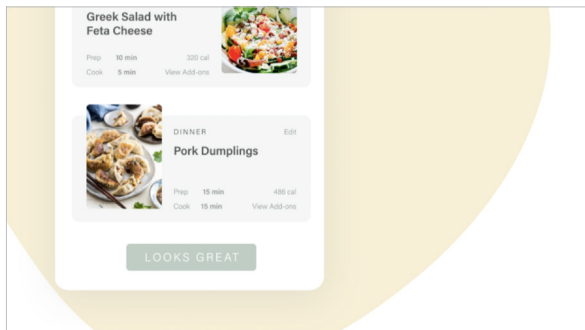
customize
your
profile



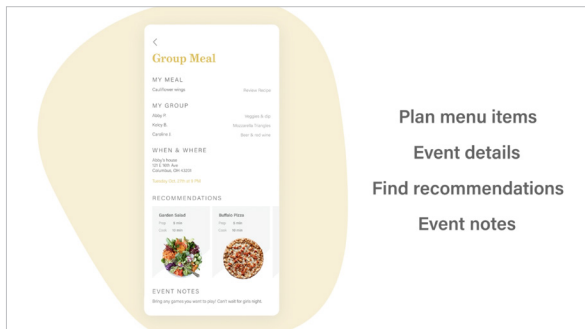
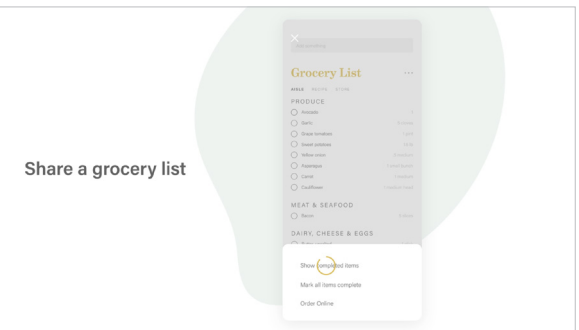
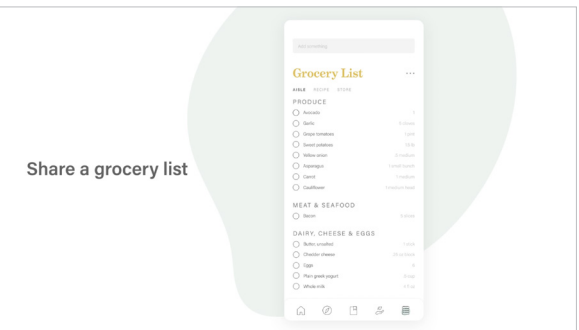
optimize your
meal planning



to save money on groceries

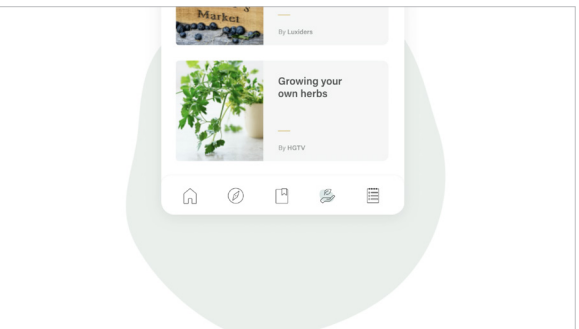
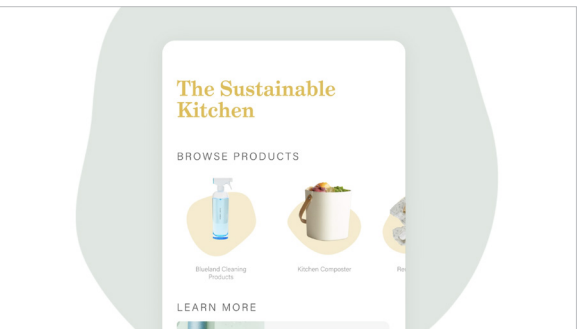


LOOKS GREAT



create more
sustainable habits

create more
sustainable ha



making the kitchen easy,
efficient and approachable



research distinction

Usability testing

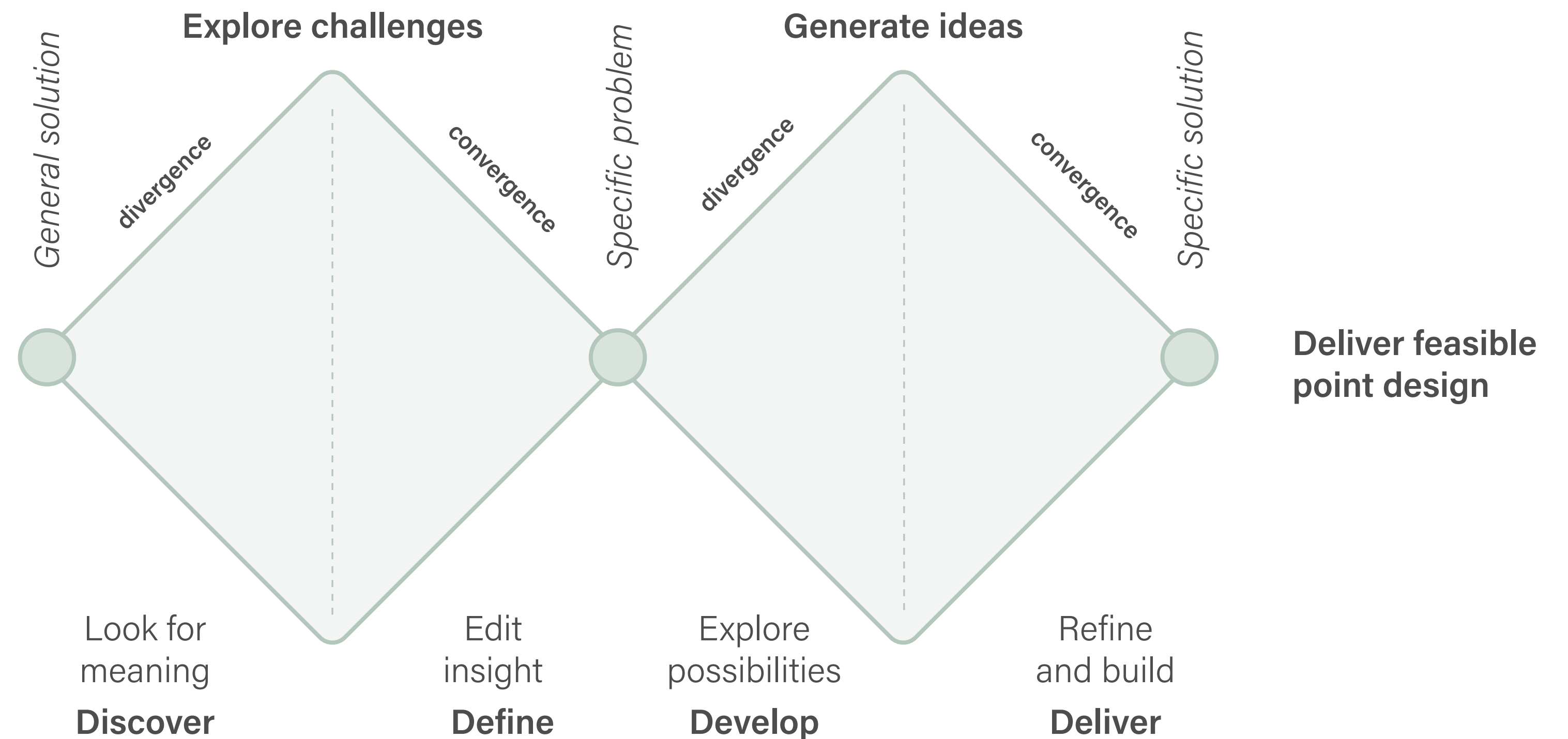
USABILITY TESTING IS A TECHNIQUE USED IN **USER-CENTERED INTERACTION** DESIGN TO **EVALUATE A PRODUCT** BY TESTING IT ON USERS. THIS CAN BE SEEN AS AN IRREPLACEABLE USABILITY PRACTICE, SINCE IT GIVES DIRECT INPUT ON HOW REAL USERS USE THE SYSTEM.

Creating usability testing

IMPORTANCE & APPROACH

Getting to the core of what a user is trying to do and what their problems are.

Test a prototype with an actual task list to verify that users can do what they need to do with your product.



Creating usability testing



WHAT MAKES A GOOD TEST

Do not ask leading questions

Don't give them suggestions. Example: "What are you doing this weekend? Maybe watching football?"

Don't ask people what they want

Focus on trying to find out users' problems and what they are trying to do. Example: Ask, what are you trying to do? Rather than what features do you want?

Avoid yes/no questions

You want your questions to be open ended to get as much feedback as possible. "Is this feature valuable to helping you understand ingredients in each meal"

Ask stupid questions

It is good to start the interview off with basic questions. This will help ease them into the process. Also ask the questions because you are never supposed to assume an answer. You might get different results/more information that you were expecting.

Be consistent with your questions

For your user interviews to be methodologically valid, you need to use the same base set of questions every time. Do not wing it and just ask random stuff when you interview people.

7 Phases of usability testing

PICK YOUR
STUDY TASKS

SET A STANDARD
FOR SUCCESS

WRITE A STUDY PLAN
AND SCRIPT

FIND YOUR
PARTICIPANTS

CONDUCT THE
STUDY

ANALYZE
YOUR DATA

MAKE CHANGES

Maze

USABILITY TEST SOFTWARE

Links to Adobe XD, creates a URL that the user can complete the test with.

Missions – provides the user with a mission statement and description.

Follow up – a quick question that follows the mission to gain more insight. I used the opinion scale to rate the ease of use.

Creates a heat map of where users clicked.

Provides quantitative data such as time frame and mis-clicks.

Projects > Madeit_Prototype > V1

CONFIDENCE 4

Invite testers

Go to report

CS +

Results

Testers

Create a meal plan

Mission

+3

On a scale of 1 - 5, how would you rate the ease of use?

Opinion Scale

Make a recipe

Mission

+8

Add filters

NEW!

0 filters applied

Tester paths

Click on the path to view the heatmaps from each tester.

ID	TESTED AT	OUTCOME	DURATION	MISCLICKS	MISCLICK'S P...	TESTER'S PATH
29642619	2021/02/24 19:12	Indirect	81.42s	2	2	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
30523705	2021/03/04 15:30	Indirect	135.45s	8	7	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
30660919	2021/03/05 16:30	Indirect	80.12s	8	4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>

Expert interview

ZOEY RYU

Lextant

Senior Associate, Human Centered Design

Lextant is a human experience firm in Columbus, OH.

Job details – conducts research on client prototypes. Takes this data and gives recommendations to the client about how to improve their product or brand.

Reached out to Zoey to learn more about usability testing and feedback on my testing plan.

USABILITY TESTING FEEDBACK

Used to understand people in a deep way to solve design problems.

Quantitative data – 3 to 5 participants is recommended for qualitative studies to find issues and iterate on design or generate new ideas. Subjective rating can be used to gauge user satisfaction and measure product's ease of use as well.

Qualitative data - 24 to 35 participants to provide enough confidence interval, ensuring that a design improvement is, statistically, significant.

MY TEST PLAN FEEDBACK

Rather than time frame, focus on mis-clicks.

At the start of the interview, provide a brief description of *'made it'* and what they should expect.

For mission descriptions, create a scenario that will guide the user through without telling them what to click. **This can be done because the app is still a wireframe.**

After all the interviews are complete, create a spreadsheet of the data to find trends. This will help prioritize which elements need the most improvement.

My plan

PHASE	DETAILS
One Pick study areas or missions	1. Create a meal plan 2. Making a recipe <ul style="list-style-type: none">a. use the 'learn how to use the whole plant' featureb. use the in-app timer 3. Editing a profile <ul style="list-style-type: none">a. change household sizeb. add an appliance
Two Set a standard for success	6 wrong clicks for each mission.
Three Study plan & script	Statement read at the start of interview. This study is being conducted to gain insights into the ease of use and general feedback on the mobile app prototype, <i>Made it</i> . <i>Made it</i> is a cooking app designed to deliver the satisfaction of home-cooked meals in a way that is easy and approachable for everybody, all while ensuring sustainable practices. This study will consist of 3 missions asking you to complete a specific task(s). After reading the mission, click through the app screens to complete the tasks."

PHASE	DETAILS
Four Find participants	5 participants – Abby, Mary, Kelcy, Caroline and Kevin.
Five Mission 1	Create a meal plan You are creating a meal plan for Sept. 4 - 6th. You only need to make dinner each day. With your schedule, you have 30 minutes to cook the dinners. This week shrimp and cauliflower sound delicious.
Five Mission 2	Make a recipe It's Tuesday and you are starting to make the pork dumpling recipe for dinner. To help you cook, you want to view the recipe directions with pictures. While making the meal, you start a timer inside the app. After cutting vegetables in step 2, you discover an alternative to throwing away scraps.

My plan

PHASE	DETAILS
Five Mission 3	Edit your profile Your sister moved in and now your household size is 3 people instead of 2. As a move-in gift, she got you a Ninja Air Fryer Max you want to add to your profile.
Six Analyze Data	Create a spreadsheet of data gathered from each study. Highlight where there could be changes, and rank them most important.
Seven Make changes	Edit the prototype!

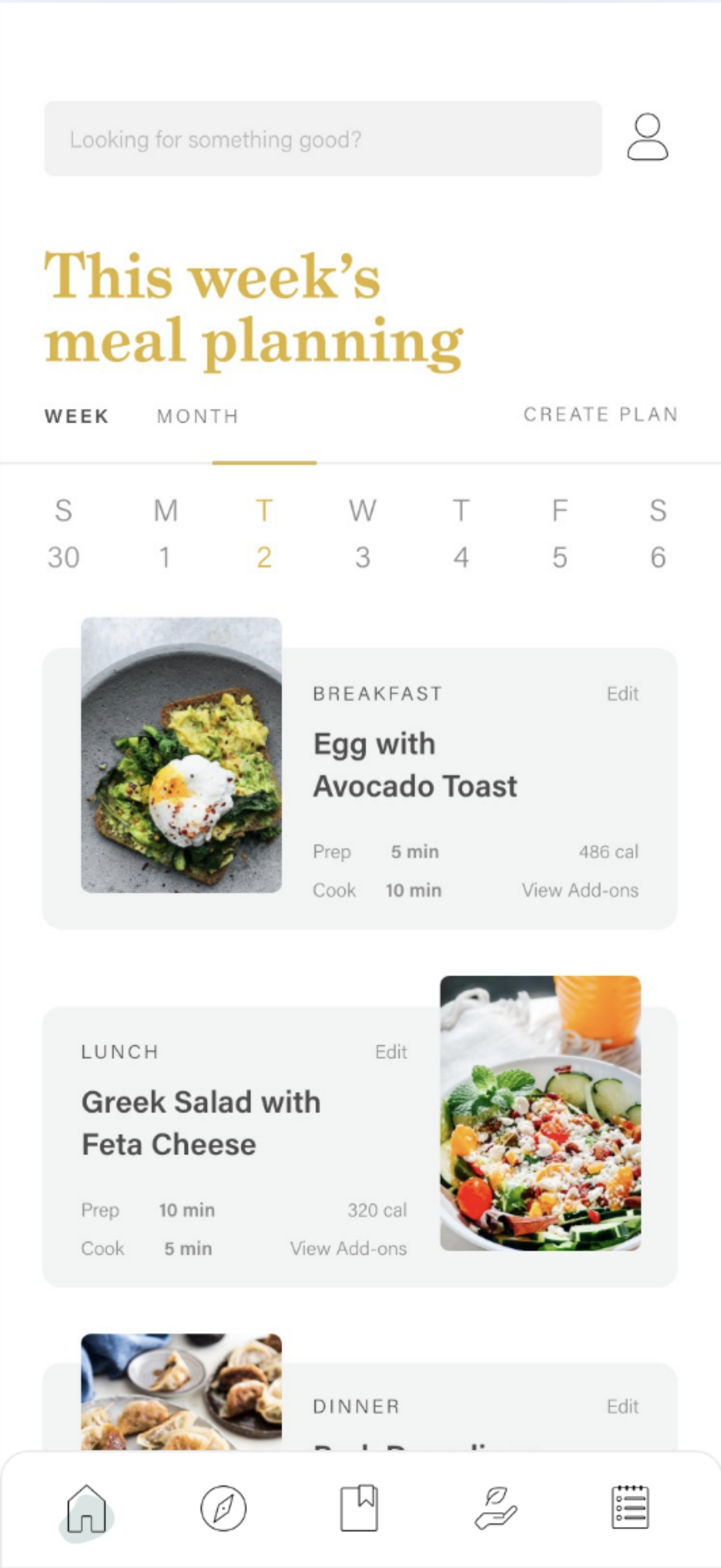
MISSION

Create a meal plan

You are creating a meal plan for Sept. 4-6th.
You only need to make dinner each day.

With your schedule, you have 30 minutes to cook the dinners.

This week shrimp and cauliflower sound delicious.



Analysis

OVERALL FINDINGS

Many users didn’t read the mission description.

Users wanted to explore the app rather than follow the mission.

FINDINGS PROS

While the user was completing the steps of creating a meal plan, it was very intuitive what to do next.

The visual were consistent throughout.

Enjoyed how they were able to personalize it.

FINDINGS CONS

The users didn’t understand the A.I.

Had a hard time identifying the ‘create plan’ button.

	QUOTES	GOOD DESIGN	DESIGN FLAWS	IMPORTANCE RANK	POTENTIAL DESIGN SOLUTIONS
MISSION 1	"I like how much it walked you through each step. The "Next" buttons inside the app were easy to follow"	Next buttons			
	"What if I didn't want a range of days, just a couple random days in a week?"		*Prototype Problem*		
	"I think there could be more of an explanation of the AI"		More AI explanation	10	Add an additional screen that explains the AI
	"Hardest part was the dragging when selecting the meal time limit"		*Prototype Problem*		
	"I liked how visual everything was, it made it intuitive"	Good visuals			
	"The first step is 'create a plan'. I saw the recipes in advance. It looked like I had already made meals. I thought I already had the plan and I was looking for shrimp and cauliflower in the meals listed out"		Jumping into an app, rather than starting with a new profile.		
	"Adding a screen in between AI and what's in your pantry"		More AI explanation	10	" "
	"I didn't think I could click on 'create plan' because the cursor hand didn't change when I went over it"		"Create Plan" button	9	Change color, increase font size, make it look like a button
	"Assumed the meal plan was similar foods based on the cravings"		More AI explanation	10	" "
	"It took into account that I wanted shrimp and cauliflower and took the time limit to account"	When the app creates the meal plan, they knew that it took into account the previous steps.			
	"I think the 'create plan' could be more dominate"		"Create Plan" button	9	" "
	"I was easy to navigate and all of the designs was consistent"	Design was consistent			
	"i forgot to read the directions, and I just wanted to see all the features of the app."	---	*Didn't read directions*		
	"The create plan could be more dominate"		"Create Plan" button	9	" "

Analysis

FINDINGS PROS

The photos were helpful but didn't get in the way of the directions.

Quality secondary information.

FINDINGS CONS

Direction setup icons can be more dominate.

MISSION 2	"Gave it a 4 because I couldn't find the recipe direction photos. I really didn't know there was an option to display it with photos."		Photo direction button	8	Increase contact, add words
	"Easy to find the thing in the scraps. I liked how it was voluntary"	Voluntary secondary infomation			
	"Why wouldnt do you the directions with photos to begin with"		Start with photo directions		
	"I thought all of the details were super helpful"	Good amount of recipe details			
	"The picture button wasn't very prominent"		Photo direction button	8	" "
	"I was clicking the navigation bar because with a new app, I just try and figure it all out before doing anything"	---	----		
	Noticed how it was on Tuesday (highlighted yellow)	Calendar highlights			
	Missed the step about pictures in the mission statement		*Didn't read directions*		
	"What if i didn't want to view with pictures but wanted to start a timer?"		Timer for non-photo directions	10	Add a line of text that says "start timer"
	"I liked how to use the whole plant, it was a cool fun fact and next step you can take your cooking too. I also thought it stood out nicely"	Voluntary secondary infomation			
	"I gave it a 4 because I couldn't find the picture icon and you didn't have a timer to for the other direction part"		Photo direction button	8	" "
	"I hesitated to click on the right meal because there was still breakfast and lunch listed out."		Jumping into the app, rather than starting from a new profile		
	"I didn't know those were my meals listed out on the home page. I thought they were meal suggestions"		Landing page, looks like recipe suggestions	3	
	"I really liked the pictures and thought it was helpful"	Good recipe direction photos			

Analysis

FINDINGS PROS

Easily could identify the profile button.

FINDINGS CONS

Edit button blended in too much.

MISSION 3	"I forgot I had to do the Air Fryer thing"		*Didn't read directions*		
	"I was trying to save, but it was easy after I reminded the assignment"		*Didn't read directions*		
	"It was really clear that I was able to change the household"	Easily recongized the profile was editable			
	"Clicking on the veggie, I was just trying to figure out how much I can play with the app"	----	---		
	"I recognized the profile icon from using the app before and I know the profile is typically located in that spot"	Profile icon in a good place			
	"The edit button could be bigger or put something around it to make it look like a button"		Bigger edit button	6	Increase font, put box around it to make it a button
OVERALL THOUGHTS	"I felt confident using the app. The screens felt invitutive, especially if it was an app on your phone"				
	"The buttons were in good places. Example: Next when viewing a recipe or a meal plan"				
	"It was clean and intuitive to know where to go in the app."				
	"The icons at the bottom, I didn't really know what they meant"		Nav bar icons	1	After using the app a couple of times, the icons will be intuitive

Refinement

INTERVIEW REFINEMENT

If I were to do the testing over again, there would be a couple things I would change.

Be more strict with participants and have them understand they are only to complete the mission.

Read the mission description out loud to the user.

Just share the link to an XD file rather than use Maze.

APP REFINEMENT

Increase hierarchy on 'create plan'

Add an additional screen that explains the A.I. feature in the app (meal planning)

Increase hierarchy on 'picture' directions

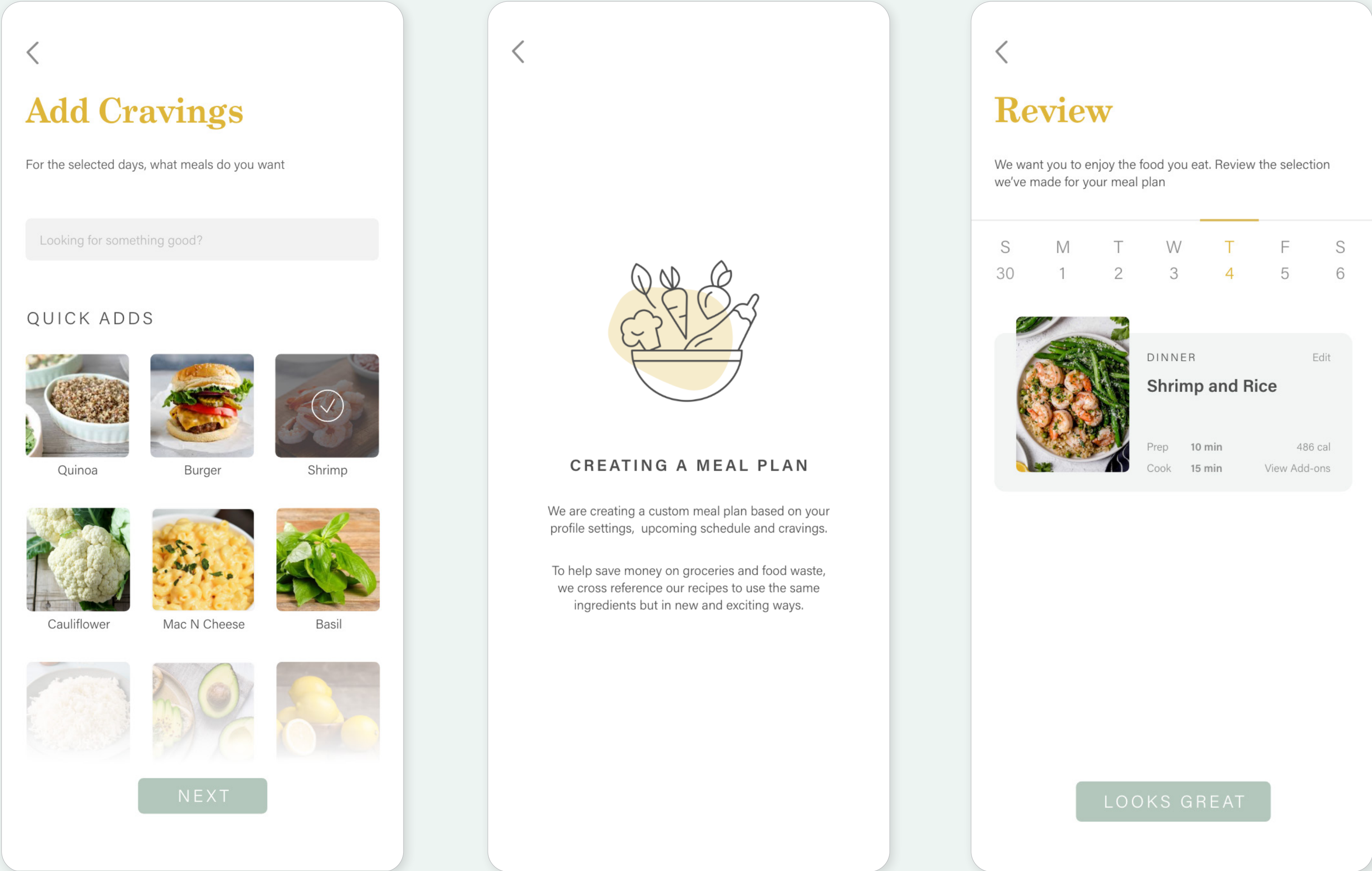
Add timer for non-image directions

Emphasize 'edit' is a button in the profile

Refinement

ADDITIONAL MEAL PLAN SCREEN

This additional screen will help the user understand how their meal plan came to be. It will identify the benefits and personal features in *made it*.

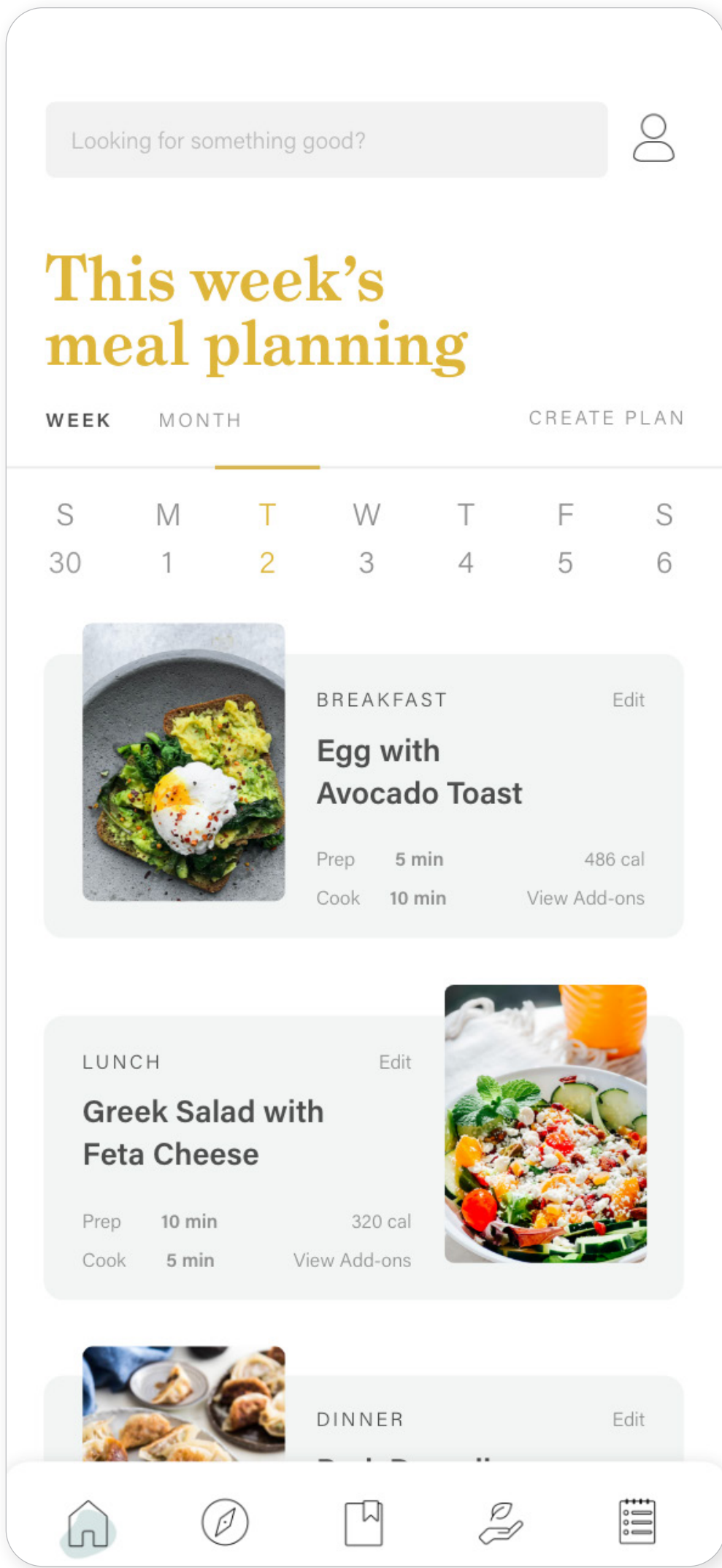


REVISED

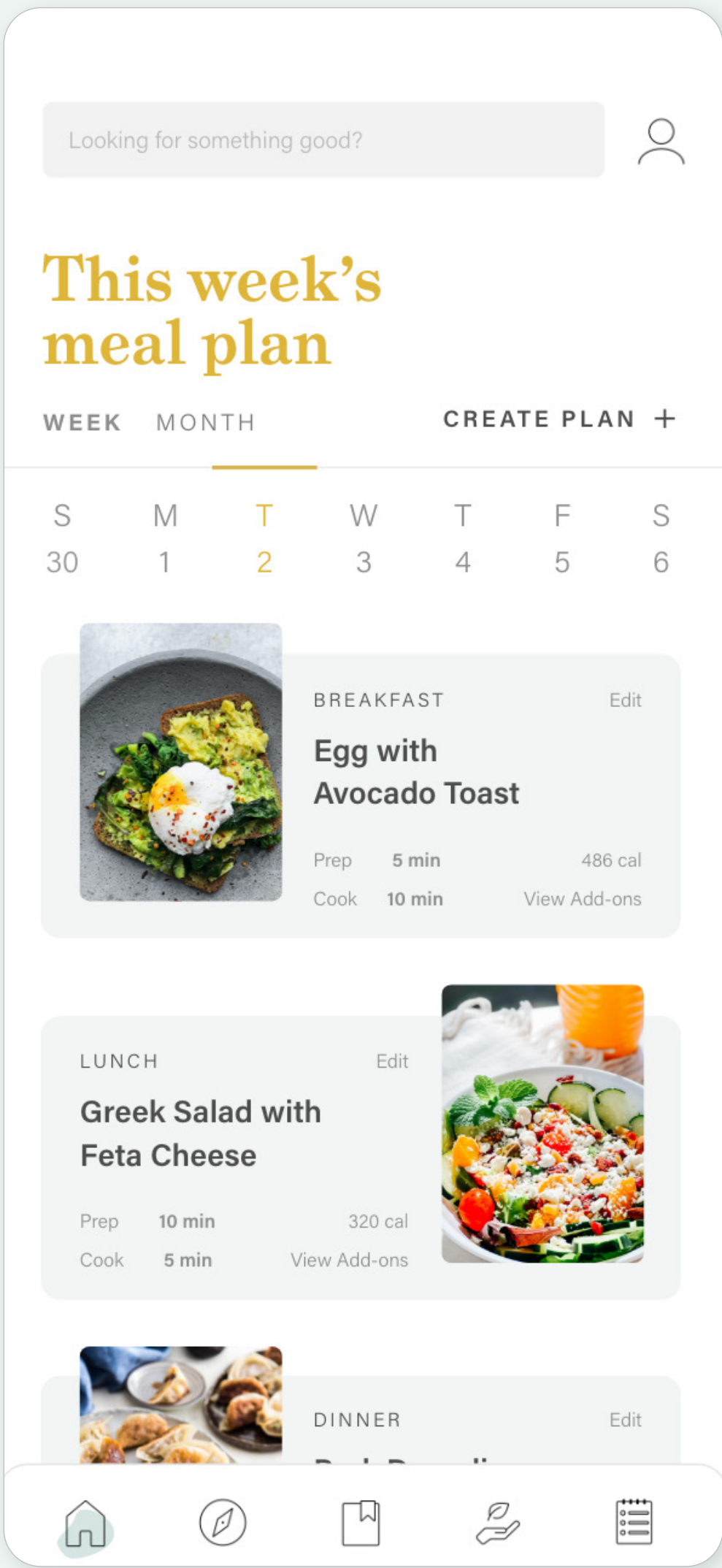
Refinement

CREATE PLAN BUTTON

Increasing the font size and weight of the text draws the users eye to this feature. With the additional of a '+' the user has a better understanding they are adding to the app.



ORIGINAL

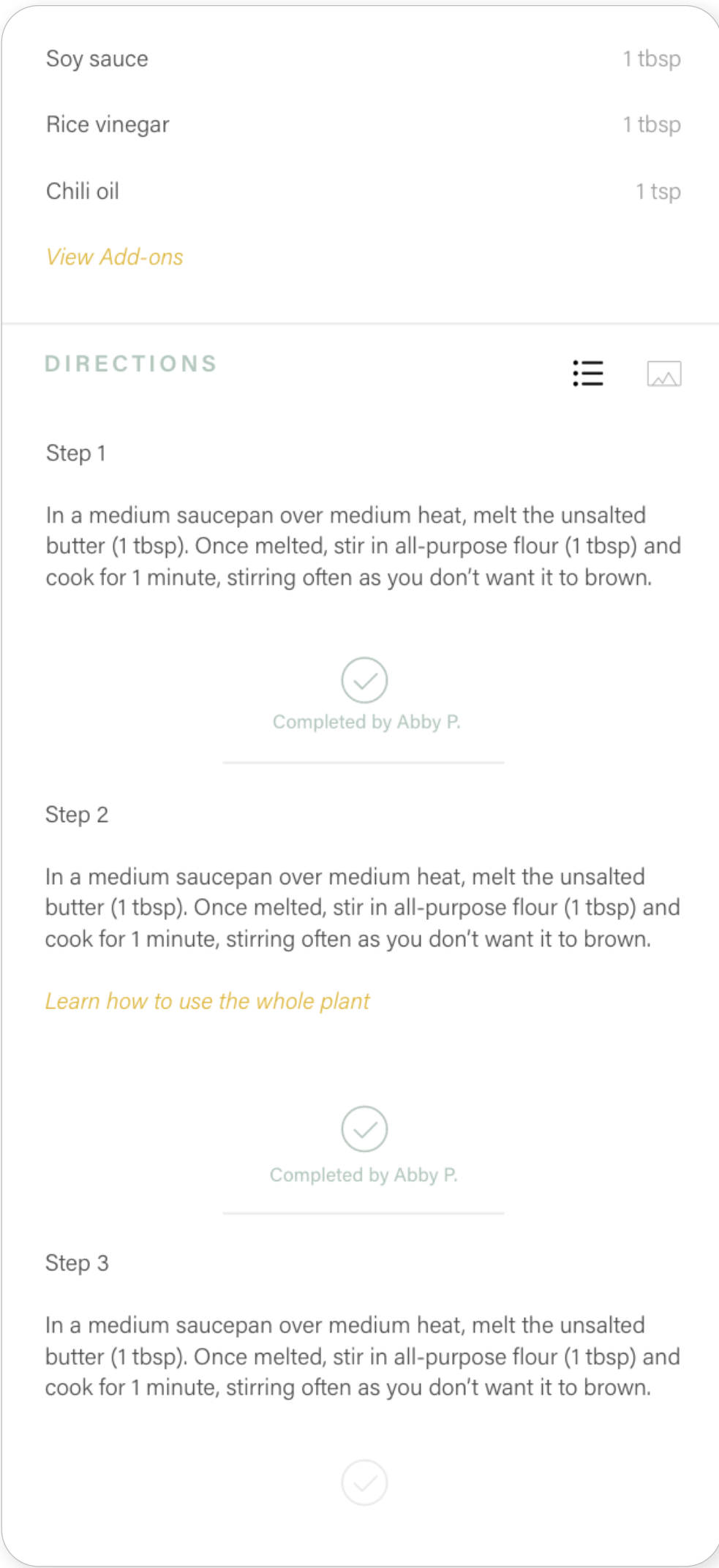


REVISED

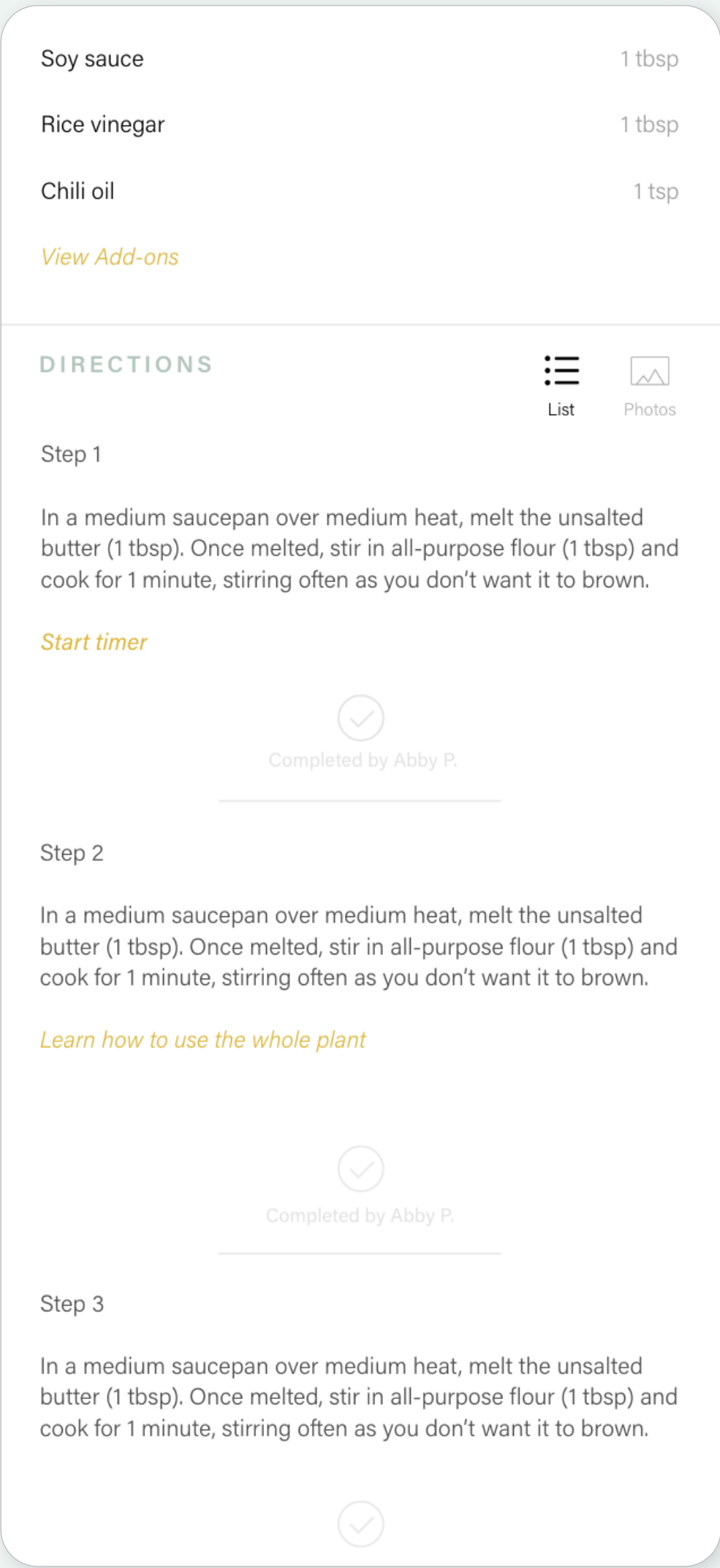
Refinement

DIRECTION ICONS

Increasing the size and adding text to the icons brings more attention to the customization of the app.



ORIGINAL

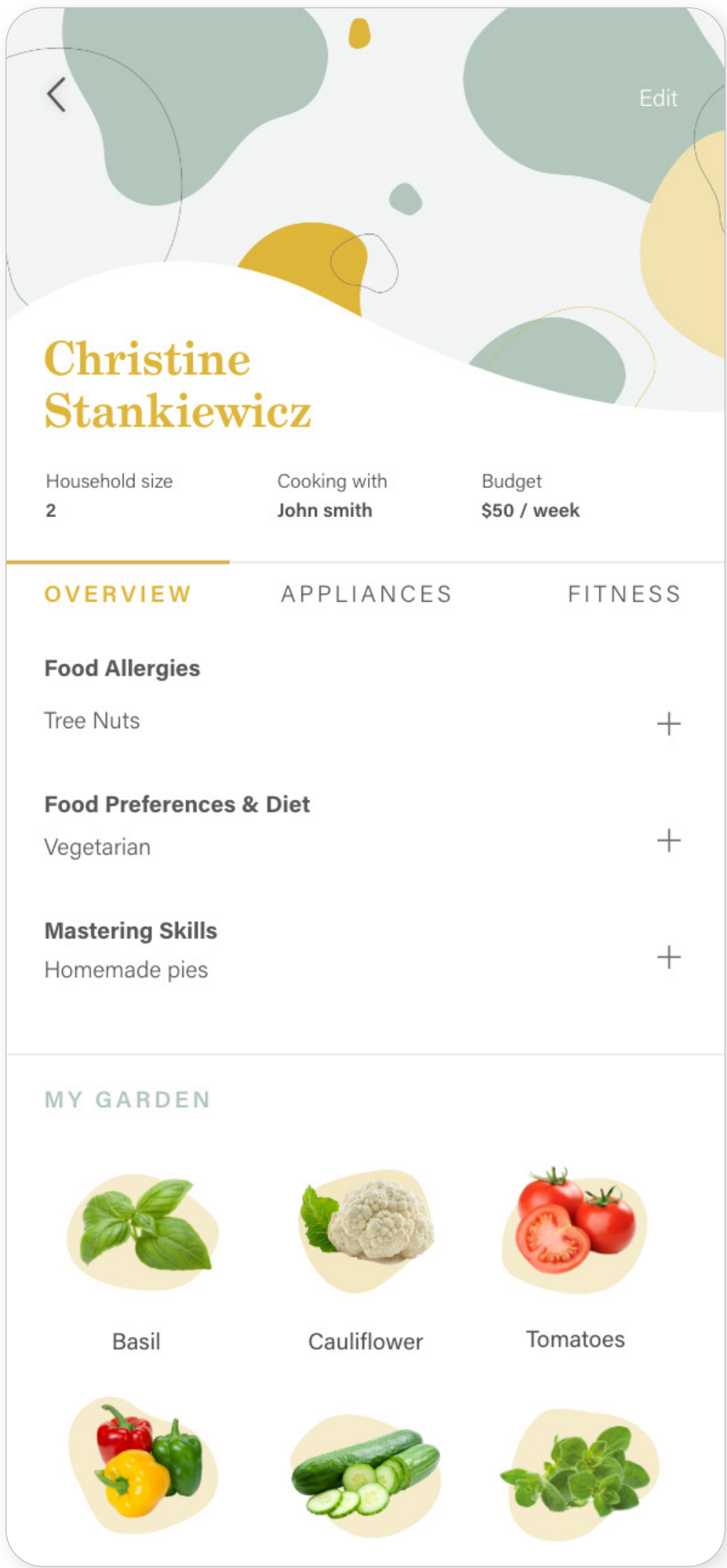


REVISED

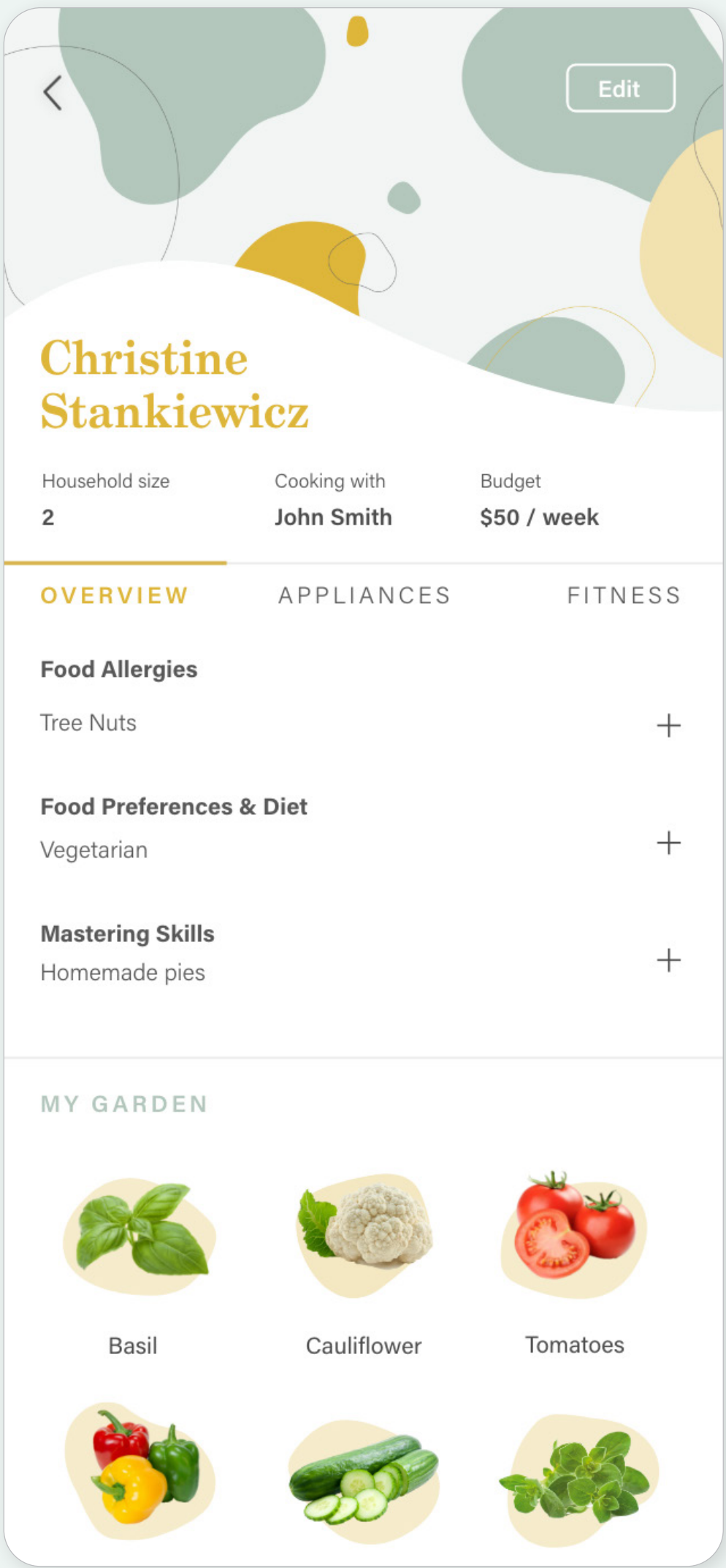
Refinement

EDIT BUTTON

The addition of a rectangle allows users to know edit is a button. The font size was also increased to draw more attention.



ORIGINAL



REVISED

next steps

Next steps

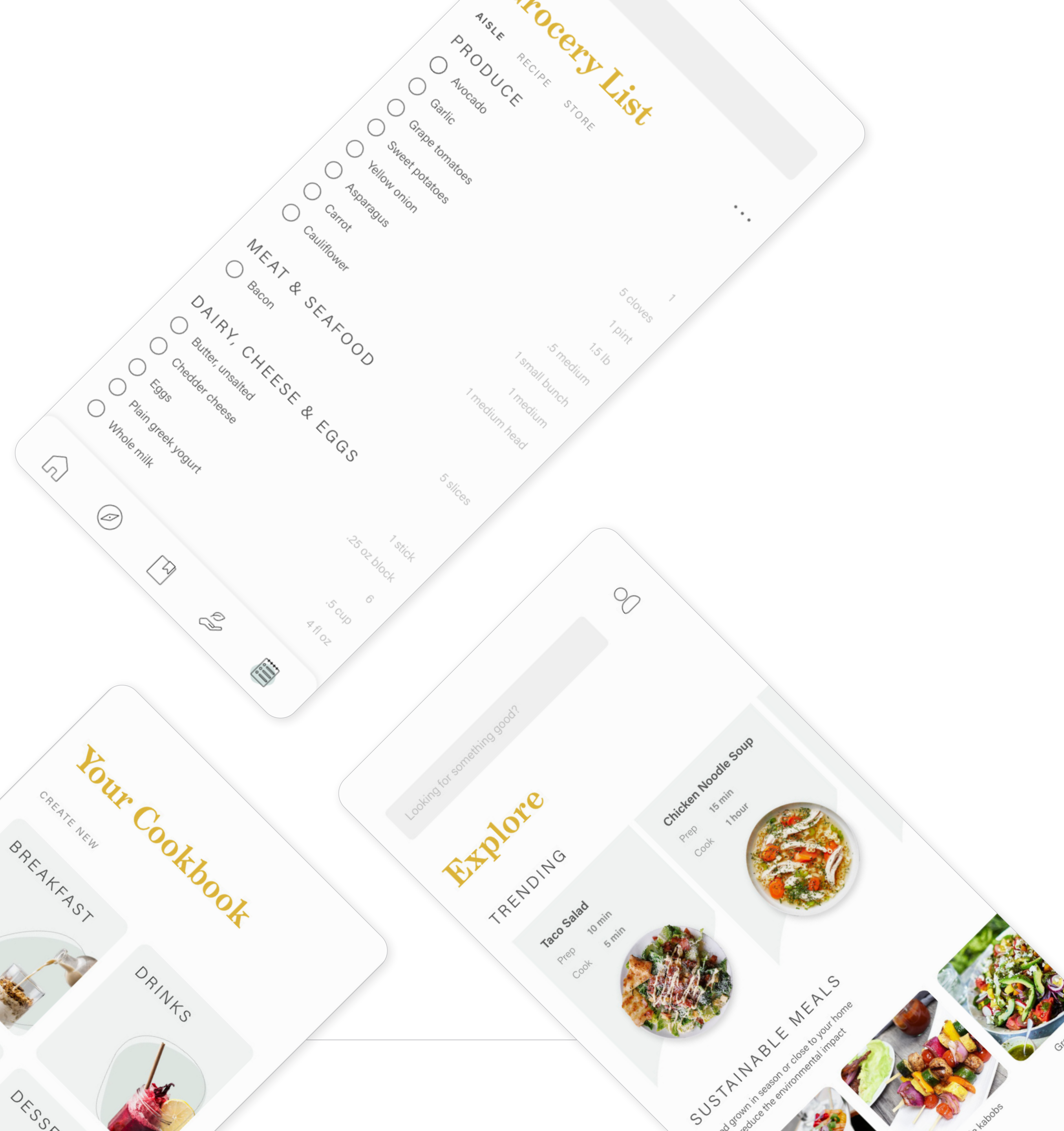
ANIMATION

Develop short animations for screens such as the A.I. explanation page, splash screen, and sustainable kitchen.

ARTIFICIAL INTELLIGENCE RESEARCH

Continue to research artificial intelligence to gain an understand of what technology would be used to bring this app to the market.

I would also research privacy concerns regarding an app remembering particular data or syncing multiple devices in one app.



Research sources

WEBSITE

<https://uxdesign.cc/how-to-conduct-user-interviews-fe4b8c34b0b7>

<https://protoio.medium.com/how-to-integrate-user-testing-into-mobile-app-prototyping-47bae6bb9aca>

<https://blog.hubspot.com/marketing/usability-testing>

<https://www.experienceux.co.uk/faqs/what-is-usability-testing/#:~:text=Usability%20testing%20is%20a%20way,encounter%20problems%20and%20experience%20confusion.>

<https://vwo.com/usability-testing/>

<https://careerfoundry.com/en/blog/ux-design/usability-testing-guide/>

<https://maze.co/>

BOOKS

Don't Make Me Think, Revisited by Steve Krug